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PUBLISHER'S BINDING

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All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 77. NO. 64 NEW YORK, U.S.A., FRIDAY, APRIL 1, 1955 TEN CENTS

See 'Softening'

Myers, Others Attack Report On Trust Laws

Claim Report Weakens, Not Strengthens, Them

By J. A. OTTEN

WASHINGTON, March 31.—The report of the Attorney General's anti-trust study committee was attacked today by Abram F. Myers, general counsel of Allied States Association, and by key members of Congress.

They charged the report would weaken, rather than strengthen, the anti-trust laws. Chairmen of three Congressional committees promised to hold hearings and investigate the situation.

Assistant Attorney General Barnes and Michigan professor S. Chesterfield Oppenheim, co-chairmen of the study committee, reasserted, however, that most of the committee members felt the recommendations would strengthen enforcement of the anti-trust laws.

Myers said he had not yet had a chance to study the report closely, but that from what he had heard about it

(*Continued on page 6*)

Scots Acclaim 'Peter' Debut

(Pictures on Page 7)

By PETER BURNUP

GLASGOW, April 1. (By Cable)—A motion picture audience of unprecedented proportions and sincerity last night saw the premiere of the American film, "A Man Called Peter." The Lord Provost of this capital city of Scotland went on record as saying, "Here is a picture which depicts Scotsmen not only recognizable by all Scotsmen, but shows a man brave enough to live with his own conscience."

A kilted band of pipers marched through ancient Sauchiehall Street prior to the start of the performance.

The audience included many of the

(*Continued on page 2*)

'SINBAD' GRANTED CODE SEAL

A Production Code seal has been granted to RKO Radio Pictures' "Son of Sinbad," following deletions requested by the Production Code Administration, it was learned here yesterday. Meanwhile, it was announced on the Coast that RKO Radio has set a May 28 release date for "Son of Sinbad," along with eight other pictures including Howard Hughes' "Jet Pilot," during the next four months.

"Son of Sinbad" was held back from release for about a year during which time the company declined to make requested PCA changes. Previously, RKO released "The French Line" without a Code seal, was fined by the Motion Picture Association, but never paid the fine.

N. Y. 'Fireman' Bill Dies in Committee

Special to THE DAILY

ALBANY, N. Y., March 31.—The Marro "firemen-in-theatre" bill is dead. Theoretically, all Senate measures are alive until adjournment—scheduled for Saturday—but the Cities Committee will not report the measure, which could cost exhibitors heavily.

The bill, sponsored by Sen. Joseph R. Marro, New York Democrat, provides that the commissioner or other head of any paid fire department in a municipality "may detail not to exceed two members of the uniformed

(*Continued on page 2*)

MPA Board Meet to Be Held Next Week

The annual board of directors meeting of the Motion Picture Association of America has been postponed until the latter part of next week. The delay was caused by the illness of

(*Continued on page 2*)

Holland Finally Gets 'Gone With Wind'

"Gone With the Wind" will be released for the first time in Holland on April 22, leaving but one country of the free world, Denmark, in which "GWTW" has not been shown.

The Holland premiere, biggest in the country's cinematic history, will take place simultaneously in five theatres in three cities. They are: the City and Kriterion Theatres, Amsterdam; the City and Odeon Theatres,

(*Continued on page 2*)

W. B. Sets C'Scope For Lindbergh Film

From THE DAILY Bureau

HOLLYWOOD, March 31.—Emphatically denying that Warner Bros. is weighing the use of the VistaVision process for its forthcoming production of "The Spirit of St. Louis," Jack L. Warner, executive producer,

(*Continued on page 2*)

Columbia Is Preparing Suit Against Memphis Censors' Ban of 'Bamboo'

MEMPHIS, March 31.—Columbia Pictures announced today that it would file suit against the Memphis and Shelby County Board of Censors seeking a reversal of the board's ban on "Bamboo Prison" and a ruling on the constitutionality of Memphis' censorship laws.

Col. William W. Goodman, attorney for Columbia, said the suit against the board is now being prepared and will be filed next week.

"I have been instructed by Columbia Pictures Corp. to proceed with legal steps for court review of the action of censors," he said, and added:

"We look upon this 'Bamboo Prison' ruling as Exhibit A of what happens when the people of a community surrender their constitutional guaranties of freedom to a small group of censors.

"There is a constitutional question as to the validity of abridging freedom through this Memphis censorship board, and we hope to make an issue of this basic question."

A recent court test of Memphis film

(*Continued on page 6*)

Product Talks

Pinanski Calls EFFG Meeting For Next Week

Exhibitors May Discuss Some Industry Problems

By LESTER DINOFF

Sam Pinanski, president of the Exhibitors Film Financial Group, Inc., and an honorary chairman of the board of directors of the Theatre Owners of America, has called a meeting of officers and directors of the group for next Thursday to review and report on progress in securing theatremen's support in underwriting film production.

It is expected that E. D. Martin, TOA president, will meet at that time with exhibitor leaders of the organization to discuss industry problems.

TOA headquarters reported yesterday that a time and place of the EFFG meet will be announced shortly.

Pinanski is expected to announce what plans have been resolved to conduct a series of EFFG meetings across the country prior to the first stockholders meeting which has been set for May 15.

Martin, who is an officer of EFFG,

(*Continued on page 6*)

B. O. Hit by 'Oscar' TV

Theatres throughout the country suffered a loss at the box-office due to Wednesday night's "Oscar" awards telecast, a survey of top circuits, with affiliates in all sections of the country, revealed here yesterday.

One national circuit estimated the drop at the box-office at 13 per cent. The American Broadcasting-Paramount Theatres reported a general decline at the box-office Wednesday night in all sections of the country.

The experience of AB-PT was reflected in the sentiment voiced by spokesmen for Brandt Theatres, Century Circuit, Loew's and others.

On Broadway here, most theatre

(*Continued on page 4*)

1954 ACADEMY AWARDS ISSUE

PN 1993 .M43

Personal Mention

JAMES A. MULVEY, president of Samuel Goldwyn Prods., is scheduled to leave here today for the Coast.

MARTIN DAVIS, Goldwyn Eastern advertising-publicity director, returned to his desk here yesterday following a Coast visit.

•

HAROLD ROSENBERG, booker in the Warner Brothers Boston exchange and son of AL ROSENBERG, WB home office executive, will be married on Sunday in Mt. Vernon, N. Y., to SHIRLEY AUERBACH.

•

WILLIAM SATORI, Allied Artists International Corp. executive, left New York yesterday for an extensive tour of the AA distribution offices in Europe.

•

R. A. COLISTRA, comptroller of the Westrex Corp., has left New York by plane for a tour of the countries of South America.

•

HOWARD J. ROBBINS has been named general professional manager of Columbia Pictures Music Corp.

•

GEORGE BALLANCHINE, choreographer, will leave here today for London via B.O.A.C. Monarch.

•

JOSHUA LOGAN, director, will leave here by plane today for Hollywood.

'Fireman' Bill

(*Continued from page* 1)

department to each and every place of amusement or entertainment to which the public is admitted, whenever machinery or scenery are in use and one or more persons participate in the actual performance of a play, show or other type of entertainment."

"As many additional members as he may deem necessary" can be detailed, under the bill to any place of amusement at which a play, show or other performance is witnessed by six thousand or more persons in any 24-hour period.

Gone With the Wind

(*Continued from page* 1)

The Hague, and the Lumiere Theatre in Rotterdam. Following the pattern of "Wind" premieres, a big promotion campaign has been set up to launch the picture, according to Loew's International.

The delay in releasing the picture in Holland was caused by restrictive regulations. Similarly restrictions in Denmark are still preventing the picture from being released.

'Command' Apr. 20

World premiere of Paramount's "Strategic Air Command" will be held at the Paramount Theatre here on April 20. This event, to be held in association with the Air Force Association, will be attended by diplomatic, military, civic, social, business and Hollywood and Broadway personalities, Paramount said.

'Peter' Impresses Glasgow

(*Continued from page* 1)

leading figures of Scotland. There were present not only well known Presbyterian ministers but many of the more prominent Catholic priests. The latter were quoted as saying, "This picture brings men closer to God."

The importance of the occasion is typified by the fact that the British Broadcasting Corp. devoted 15 minutes to describe the occasion by airing interviews with distinguished guests attending the premiere.

One of the guests, leaving the theatre following the performance, declared "This is a movie in a million," a statement that seemed to express the general view of all attending.

'Peter' Premieres Are Held In N. Y., Glasgow, London

The American premiere of 20th Century-Fox's CinemaScope production, "A Man Called Peter," at the Roxy Theatre here last night matched in brilliance and public interest the simultaneous international premieres held in Glasgow and London last night. The Carlton Haymarket, London, and Glasgow's La Scala Theatre were the scenes of the premieres abroad.

The American premiere of the film biography of Peter Marshall, at the Roxy Theatre in Gotham, saw crowds forming in the Times Square area as early as 4:30 p.m., fully three hours before a colorful series of theatre-front events were staged for the TV and newsreel comeras.

A parade down Seventh Avenue from 56th Street to the theatre initiated proceedings. Rear Admiral Gordon McClintock, superintendent of the U.S. Merchant Marine Academy, was Grand Marshal of the parade, leading an aggregation of tartan-clad Scottish War Veterans, the Canadian Legion, a 70-man color guard, a group of nurses from the Caledonian Hospital in Brooklyn, and the Pipe Band of the Thistle Guildry.

Proceeds from the sale of tickets to the premiere in New York will go to the Caledonian Hospital and The Highland Fund of North America. Both organizations brought out many members of Scottish organizations in the metropolitan area gaily dressed in kilts and other striking costumes.

Richard Todd, who portrays Peter Marshall in the film, came in from Hollywood, where he is starring in "Sir Walter Raleigh," joining with Mrs. Catherine Marshall and son Peter as co-guests of honor.

UA Chicago Meet Set to Open Today

CHICAGO, March 31.—The second series of United Artists' 1955 sales convention sessions will open tomorrow at the Blackstone Hotel here under the leadership of distribution vice president William J. Heineman and vice president Max E. Youngstein.

General sales manager B. G. Kranze and Francis M. Winikus, national director of advertising, publicity and exploitation, are also presiding at the three-day conference bringing together division and district heads and sales personnel from 22 branches.

Key distribution officials participating in the conclave mapping sales and promotion plans for the coming year include Eastern and Southern division manager Milton E. Cohen, Western division manager James R. Velde, Canadian district manager C. S. Chaplin, Eastern district manager John Turner, Southern district manager George Pabst and New York-Metropolitan district manager Fred Meyers.

Branch managers on hand for the conferences detailing United Artists' "blueprint for tomorrow" are Harry Segal of Boston, Irving Mendelson of New Haven, Gene Tunick of Philadelphia, Sidney Cooper of Washington, Harry Goldman of Chicago, Stanley Kositsky of Buffalo, James Hendel of Pittsburgh, Dave Rosenthal of Cleveland, Jack Finberg of Cincinnati and Syd Bowman of Detroit.

Also Edwin Bigley of Indianapolis, Byron Adams of Atlanta, Duke Clark of Dallas, Harold Keeter of Charlotte, Alex Maillho of New Orleans, Joseph Sugar of New York, George Heiber of Toronto, Robert Radis of Calgary, Harry Woolfe of Vancouver, Abe Feinstein of Winnipeg, Sam Kunitsky of Montreal and I. J. Davis of St. John.

NSS Offering Poster Frame for Car Tops

A new approach to mobile outdoor advertising of local theatre attractions is announced by National Screen Service, with the introduction of Travel-Ad, an all-aluminum poster frame that fits on top of any automobile.

"Travel-Ad is being made available at the beginning of the outdoor season and we believe that exhibitors all over the country will be anxious to take advantage of this opportunity to advertise their current and coming attractions through this new and effective medium," George F. Dembow, vice-president in charge of sales for National Screen, said.

The Travel-Ad frame is designed to accommodate a 24 x 82 banner type of announcement. Atop the frame is a large aluminum "fin" for display of theatre name and playdates. An aluminum pennant on a staff at the front provides space for billboarding second features, shorts or special events.

The mounting stand, also of aluminum, is the type used for ski racks on top of automobiles. It is made of aluminum construction with rubber vaccum cup mounts and clip straps. Installation on an auto roof in less than five minutes is claimed without any drilling or damage to the vehicle. NSS said. The entire Travel-Ad frame is said to have been designed to withstand high wind pressure. It is available on a rental basis.

12,711 U.S. Houses 'Scope-Equipped; 7,000 Overseas

Twentieth Century-Fox's sales statistical charts on CinemaScope installations, for the week ending March 19, report that 12,711 theatres in the United States are equipped to present CinemaScope product with magnetic and optical sound.

Company officials who compile international statistics reported that as of March 25 there were approximately 7,000 theatres in the foreign market equipped for CinemaScope with equipment being installed at an average rate of 150 units weekly.

One 20th-Fox International executive estimated that "by the end of the year there will be some 13,000 theatres overseas equipped for CinemaScope."

Average Is 70 Weekly

In the United States, the 20th-Fox statistics show that exhibitors are installing CinemaScope equipment at an average of 170 each week. The sales report shows that 3,507 theatres were equipped with magnetic stereophonic sound, 702 houses were using mixers, and 8,502 theatres were presenting CinemaScope product with optical sound.

Of the total 12,711 theatres in this country showing CinemaScope films, as of March 19, the 20th-Fox statistics reveal that 10,464 are four-wall theatres, 1,994 are drive-ins, 237 are Army installations and 16 are non-theatrical.

WB 'Scope

(*Continued from page* 1)

stated that the picture based on the Lindbergh story will definitely be made in CinemaScope, WarnerColor and stereophonic sound as originally announced.

"The Spirit of St. Louis" will be produced for Warner Bros. by Leland Hayward, with Billy Wilder directing and James Stewart portraying Charles Lindbergh in the latter's own Pulitzer Prize story.

MPA Board

(*Continued from page* 1)

MPAA president Eric Johnston, now in Washington.

The meeting, initially slated for yesterday here, is expected to reelect present MPAA officers and take up other problems. Johnston, meanwhile, has postponed indefinitely his planned trip to the Coast.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE GLASS SLIPPER"
in radiant COLOR starring
Leslie CARON • Michael WILDING
An M-G-M Picture
and THE MUSIC HALL'S GREAT
EASTER STAGE SHOW

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Academy Award Winners



BEST PICTURE. Scene from Columbia's Horizon production, "On the Waterfront," Sam Spiegel, producer. L. to r.: Karl Malden, Marlon Brando, Eva Marie Saint and Arthur Keegan.

WINNERS of Academy Awards for 1954 more than likely faced the most spirited competition the annual selections of "bests" has experienced in years. There was no dearth of good pictures, nor of professional and technical skills going into their making. The year 1954 saw dozens of top-flight productions released to the nation's theatres, all of which vied for new records at the box office.

In this atmosphere of resurgence of motion picture prosperity, studios and individual producers extended their budgets to procure the best talent and technicians available. Under these circumstances, winners of 1954 Academy Awards are most deserving of congratulations. Meanwhile, the work of those who competed so well and lost out by margins which in many cases were most slender, should not be forgotten by a proud and grateful industry. —S. K.



BEST ACTRESS. Grace Kelly, for her performance in Paramount's "The Country Girl."



BEST ACTOR. Marlon Brando, for his work in Columbia's "On the Waterfront."



BEST DIRECTOR. Elia Kazan, for Columbia's Award-winning "On the Waterfront."



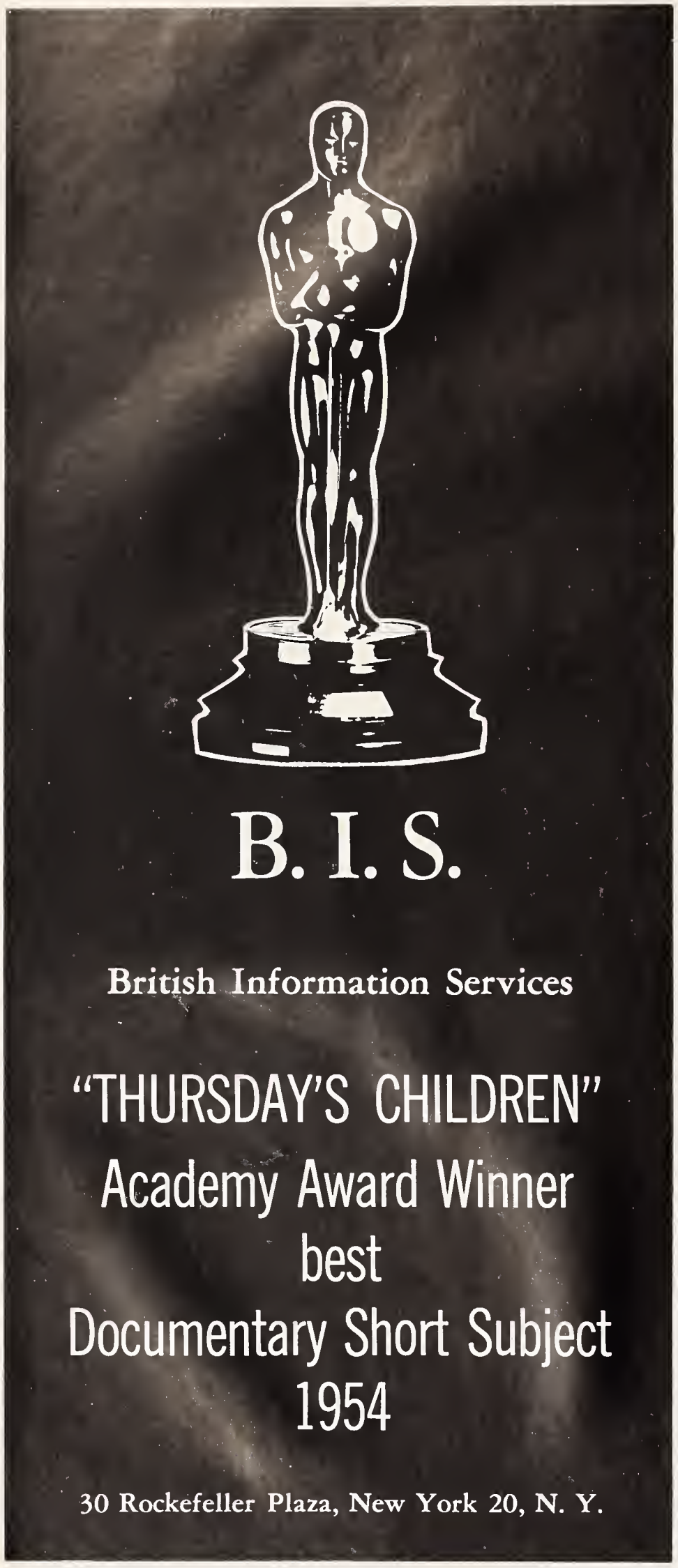
BEST SUPPORTING ACTRESS. Eva Marie Saint, "On the Waterfront," Columbia.



BEST SUPPORTING ACTOR. Edmund O'Brien, in United Artists' "Barefoot Contessa."



BEST SCREENPLAY. George Seaton's "The Country Girl," for Paramount.



B. O. Hurt

(Continued from page 1)

managers reported business hurt generally, although some situations not as much as others.

A dissent on the over-all effect of the telecast on the box-office was voiced by a spokesman for RKO Theatres. He claimed that Wednesday night business was governed by good or bad attractions, rather than the telecast. A spokesman for Stanley Warner declined to attribute what he called a small dip at the box-office Wednesday night to the telecast, saying that it could have been caused by many other factors.

List of Winners of Technical Awards

HOLLYWOOD, March 31.—One statuette and nine Honorable Mentions were given out in the scientific and technical Academy Awards classification here last night.

In Class One, statuette was given Paramount Pictures, Inc., Loren L. Ryder, John R. Bishop and all members of the company's technical and engineering staff for developing VistaVision.

No awards were made in Class Two.

In Class Three, honorable mentions were given the following: David S. Horsley and the U-I special photographic effects department for portable, remote control for process projectors; Karl Freund and Frank Crandell, Photo-Research Corporation, for design and development of a brightness meter; Wesley C. Miller, J. W. Stafford, K. M. Frierson and the MGM sound department for electronic sound printing comparison devices; John Livadary, Lloyd Russell and the Columbia sound department for an amplifier limiting device; Roland Miller and Max Goeppinger, Magnascope Corporation, for a cathode ray magnetic sound track viewers; Carlos Rivas, G. M. Sprague and the MGM sound department for a magnetic sound-editing machine; Fred Wilson, Goldwyn Studio sound department, for a variable multiple band amplifier; P. C. Young, MGM projection department, for a focal length attachment to projector lenses, and Fred Knoth and Orien Ernest, U-I technical department, for a hand portable oil-fog machine.

The Walt Disney production for Buena Vista release, "20,000 Leagues Under the Sea" received an award for employing the best special effects of 1954. A special award was made to Jon Whiteley and Vincent Winter, the juvenile stars of the J. Arthur Rank production, "The Little Kidnappers," released in the United States by United Artists.

Academy Winners Largely Free from Pact Commitments

From THE DAILY Bureau

HOLLYWOOD, March 31.—Top talents who took down leading honors in the Academy's 27th annual awards ceremonies seen and/or heard by estimated 80,000,000 are, for the most part, free from contract commitments which, in years agone, served to let their followers know forthwith when to expect to see them again and in what.

Sam Spiegel, "On the Waterfront" producer, this week signed with Columbia Pictures for three features to be made independently with Columbia financing.

Elia Kazan, director of "Waterfront," has no commitment but may work with Budd Schulberg, writer of the picture, on a joint project to film "Arkansas Traveler," from the Schulberg short-story collection, "Faces in the Crowd."

George Seaton, writer of "The Country Girl" screenplay, is at work on "Magnificent Devils," another William Perlberg-George Seaton production for Paramount.

Marlon Brando, "Waterfront" star, is forming Pennybaker Producing Co., independent.

Grace Kelly, "Country Girl" star, is down only for "The Barretts of Wimpole Street" for M-G-M.

'A Good Show,' Industry Calls 'Oscar' TV Event

General applause for a job well done was granted to Wednesday night's Academy Award telecast by most industry observers, queried as to their opinions, here yesterday

The telecast, seen by an estimated 45,000,000 TV viewers and as many radio listeners throughout the nation, was carried by 151 television stations and 200 radio stations of the National Broadcasting Co. network.

Circuit executives, tempering their disappointment of the box-office dip attributed to the vast stay-at-home "Oscar" show audience, praised NBC, master-of-ceremonies Bob Hope and all the other stellar names, for staging an entertaining show. Most everyone agreed that this year's Academy telecast was superior to the telecasts of the previous years.

About the only adverse criticism of the Academy program on TV and radio concerned the number and length of the Oldsmobile commercials. Hope, master of ceremonies at the Pantages Theatre, Hollywood, end of the telecast and broadcast, eased the resentment against the commercials early in the program by asking the audience when the TV cameras picked him up again after a particularly lengthy commercial: "Remember Me?"

At another juncture, Hope, who was in good form for the entire program, told his TV and radio audiences that 1954 had been a good, prosperous year for motion pictures.

"A little more of the same," he remarked, "and the industry will be able to afford to sponsor this program itself."

The majority circuit officials and Broadway theatre executives expressed dissatisfaction with an outside sponsor, contending that the industry itself should sponsor the event. Oldsmobile however, has a five-year option to sponsor the "Oscar" telecast.



Academy winners since 1934:

1934 — "The Continental" — Con Conrad, Herbert Magidson
1935 — "Lullaby of Broadway" — Harry Warren, Al Dubin
1936 — "The Way You Look Tonight" — Jerome Kern, Dorothy Fields
1937 — "Sweet Leilani" — Harry Owens
1938 — "Thanks for the Memory" — Ralph Ranger, Leo Robin
1939 — "Over the Rainbow" — E. Y. Harburg, Harold Arlen
1940 — "When You Wish Upon A Star" — Ned Washington, Leigh Harline
1941 — "The Last Time I Saw Paris" — Jerome Kern, Oscar Hammerstein 2nd
1942 — "White Christmas" — Irving Berlin
1943 — "You'll Never Know" — Harry Warren, Mack Gordon
1944 — "Swinging On A Star" — James Van Heusen, Johnny Burke
1945 — "It Might As Well Be Spring" — Rodgers and Hammerstein
1946 — "On the Atchison, Topeka and Santa Fe" — H. Warren, J. Mercer
1947 — "Zip-A-Dee-Doo-Dah" — Allie Wrubel, Ray Gilbert
1948 — "Buttons and Bows" — Jay Livingston, Ray Evans
1949 — "Baby, It's Cold Outside" — Frank Loesser
1950 — "Mona Lisa" — Ray Evans, Jay Livingston
1951 — "In the Cool Cool Cool of the Evening" — H. Carmichael, J. Mercer
1952 — "Do Not Forsake Me, Oh My Darlin' "— Dimitri Tiomkin, Ned Washington
1953 — "Secret Love" — Sammy Fain, Paul Webster

ASCAP SONGS WIN THE 'OSCARS'

ASCAP congratulates the **1954 Winners**

"Three Coins in the Fountain"

SAMMY CAHN • JULE STYNE

PUBLISHED BY ROBBINS MUSIC CORPORATION

Year after year, ever since
Oscars have been instituted,
songs of ASCAP members
have been acclaimed
as the outstanding tunes
used in motion pictures
and have won Academy Awards

AMERICAN SOCIETY OF COMPOSERS AUTHORS PUBLISHERS — ASCAP

EFFG

(Continued from page 1)

may inject into the meeting some discussions on industry conditions, among them being arbitration, the industry roundtable, and the industry's plan for ending military theatre competition, a plan rejected early this week by the Defense Department.

Several Topics Scheduled

Other topics which may be looked into by the exhibition leaders are subscription television, Allied States Emergency Defense Committee, the 1955 annual TOA convention, the forthcoming 16mm. suit in which TOA is listed as a co-conspirator, Department of Justice permission for divorced circuits to enter into film production, the COMPO audience poll, plans to build theatre attendance, and the TOA public liability insurance proposal.

Broidy Tells Kansas Of 'Wichita' Plans

KANSAS CITY, March 31. — More than 100 exhibitors, representing 240 theatres in this area, were told at a luncheon for Allied Artists' president Steve Broidy and party that A.A. plans to hold a saturation premiere for its forthcoming CinemaScope production, "Wichita," in that area, with a campaign pin-pointing the title city.

A.A. vice-president Morey R. Goldstein remarked to exhibitors, "I hope Kansas City will remember 1955 as the year it welcomed two majors—the Athletics and A.A."

'Trust' Study Criticized

(Continued from page 1)

he was sure that "the general tenor is to weaken the anti-trust laws."

Referring to the committee's recommendation for discretionary damages and other changes, Myers said "the committee was composed almost entirely of defense lawyers, and it is not surprising they take the defense point of view. In view of the composition of the committee, I am surprised only that they didn't advocate complete repeal of the anti-trust laws."

Several of the lawmakers' comments on the bill indicated that the discretionary damages bill is in for rough sledding. This bill is backed by the film distributors and opposed by the exhibitors.

House judiciary committee chairman Celler (D., N.Y.), whose committee will handle the discretionary damages legislation, said "one of the most effective deterrents to anti-trust violations is the provision for mandatory treble damages to the injured party in private actions. Although no finding is made that this provision has had any adverse effect on the public interest, the report urges that the provision for treble damages be made discretionary, rather than mandatory."

House Small Business Committee chairman Patman (D., Tex.) also attacked this provision as "softening" anti-trust enforcement.

Promising that his special anti-trust subcommittee would hold early hearings on the report, Celler said the study committee's recommendations "with a few exceptions advocate a substantial weakening of the anti-trust laws." He specifically cited the study group's suggestion that divestiture be used only in very limited situations, and that the Department of Justice be given authority to use only a civil investigative demand rather than a full-fledged subpoena in connection with anti-trust investigations.

Say SBC Will Act

Patman said the report "proposes that there be read into our anti-trust laws concepts and policies which will not only impede but prolong the prosecution of violators." He termed the Attorney General's commitee "a high-pressure private lobby to get anti-trust laws repealed," and said that if the judiciary committee didn't investigate, his Small Business Committee would.

Senate Small Business Committee chairman Sparkman (D., Ala.) said the Attorney General's committee was a "group composed in large part of corporation lawyers and big business apologists," and added that Attorney General Brownell and co-chairmen Barnes and Oppenheim would be called before his committee shortly. Sen. Kefauver (D., Tenn.) attacked the report as "a further weakening of the anti-trust laws."

Extra Hall Shows

To accommodate audiences Radio City Music Hall will schedule extra performances of its three-part Easter show Saturday starting at 8 A.M.

Columbia

(Continued from page 1)

censorship was the "Curley" case which United Artists, distributor of the film which showed Negro and white children in school together, lost on jurisdictional grounds. It was held that U.A. was not licensed to do business in Tennessee and therefore had no standing in Tennessee courts, and that no exhibitor had requested permission to show the film.

Col. Goodman said: "We have planned carefully to try to avoid having this case go off on any jurisdictional tangent, and we believe it can be tried on its merits.

Columbia Licensed

"Columbia Pictures Corp. is licensed to do business in Tennessee. And it was the Malco Theatre, a licensed Memphis motion pictures exhibitor, which requested permission to show 'Bamboo Prison.'"

Goodman emphasized that Columbia Pictures believes the "Bamboo Prison" ban was based on a misunderstanding of the film by the censors.

"'Bamboo Prison' itself needs no defense," he said. The picture speaks for itself. It is merely a glaring example of what happens when we voluntarily subject ourselves to this small-town censorship idea.

Col. Dividend

Columbia Pictures' board of directors at a meeting held here yesterday declared a quarterly dividend of $1.06¼ per share on the $4.25 cumulative preferred stock payable May 16 to stockholders of record on May 2.

We Congratulate

SAMMY CAHN
&
JULE STYNE

on their
ACADEMY AWARD WINNING SONG

Three Coins in the Fountain

Theme Melody from the 20th Century-Fox
CINEMASCOPE Production
"THREE COINS IN THE FOUNTAIN"

ROBBINS MUSIC CORPORATION
799 Seventh Avenue New York 19, N. Y.



Glittering Bow for 'Man Called Peter'





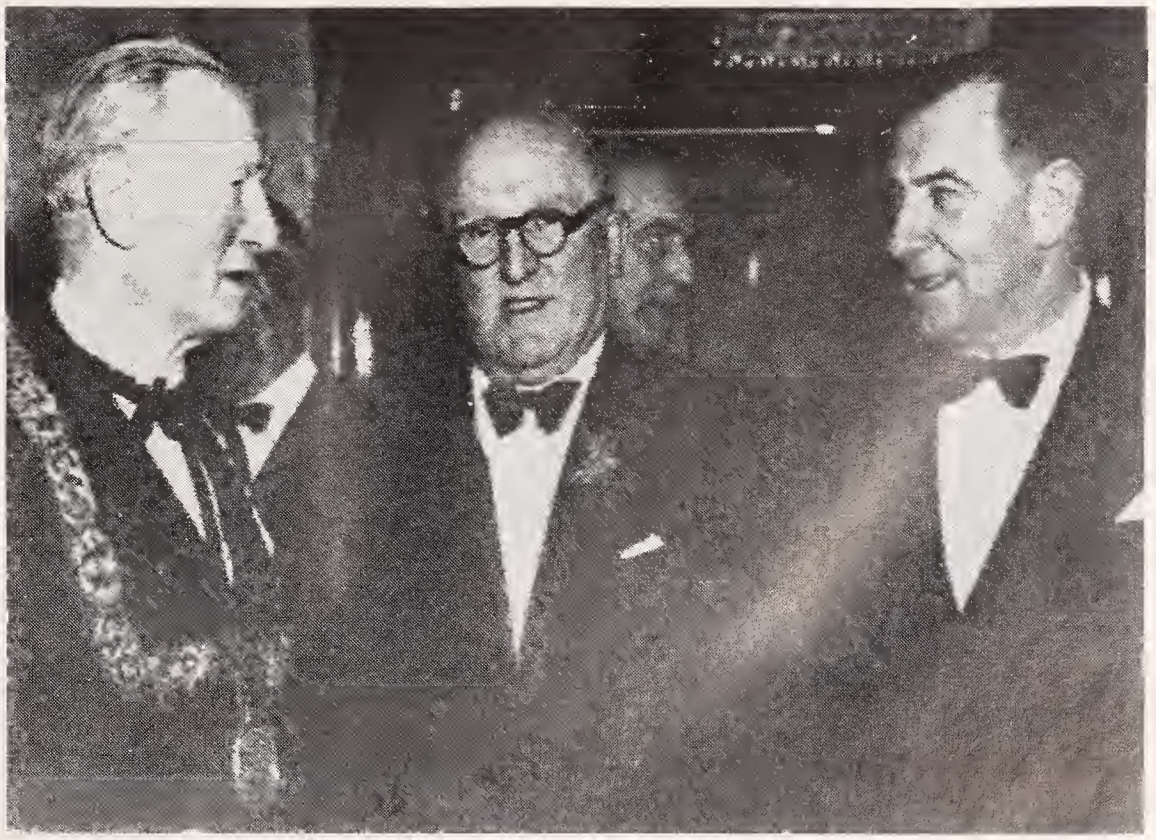
Snapped at last night's premiere of "A Man Called Peter," are, in the photo to the left, left to right, Mrs. Richard Todd; Todd, star of the film; Mrs. Spyros P. Skouras; Skouras, president of 20th Century-Fox; Mrs. Catherine Marshall, author of the novel, and son, Peter John. Above: Mr. and Mrs. Richard Todd.



Terry Moore, 20th Century-Fox star, and John Schlessinger, of the Schlessinger theatre interests in South Africa.



Charles Einfeld, vice-president of 20th Century-Fox; Lady Malcolm Douglas Hamilton and Lord Hamilton, co-chairman of the Highland Fund of America.



This wired photo from Glasgow shows at the premiere there: left to right, Lord Provost T. M. Kerr of Glasgow, Sir Alexander B. King, producer-exhibitor, and J. F. Pattinson, managing director in Great Britain for 20th Century-Fox.



William Moclair, left, executive director of the Roxy Theatre, and Wm. C. Gehring, executive assistant general sales manager of 20th Century-Fox.

(*Advt.*)



PARAMOUNT HAS PUT A HOT NEW RHYTHM INTO BOXOFFICE BUSINESS ON BROADWAY! THE UPBEAT IS HEADED YOUR WAY!

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 77. NO. 65 NEW YORK, U. S. A., MONDAY, APRIL 4, 1955 TEN CENTS

EDITORIAL

Negotiation, Not Animosity, Needed

By Sherwin Kane

ALLIED STATES' announcement last week that it had lost hope of an industry round table being called to discuss exhibitor grievances and that, therefore, it will turn to any who will listen to its charge that distribution has appropriated the major benefits of the Federal admission tax relief granted last year, is understandable but nonetheless regrettable.

Calling one's business contemporaries hijackers while addressing anyone who will listen does not impress as a means of obtaining trade practice relief from the accused. It does promise to make a difficult situation more so.

•

If Allied's real—and only—aim is to obtain assistance for its distressed exhibitor members, it will have a far better chance of realizing that objective if it chooses almost any other course of action but the threatened one.

The only hope of attaining the relief Allied seeks is in conferences with the heads of distribution. It would seem that Allied's leaders would be better advised if they were to pursue that objective in some form other than a round table, if they regard a round table as a dead issue.

In that direction there is some hope of getting results.

All that public accusations and name-calling promise is some short-lived satisfaction for the spiteful.

• •

A "LIFE" magazine report this week on 20th Century-Fox's "A Man Called Peter" veers from its laudatory course long enough to daub a part of the advertising campaign on the picture with the statement that it "set something of a record for plain bad taste and skirted close to blasphemy."

That, of course, is one reporter's opinion.

Opposed to it are the opinions

(*Continued on page 2*)

137,000 of 270,000 Potential Patrons Saw 'Oscar' Telecast in Okla. City

More than half of the potential motion picture audience of Oklahoma City and vicinity stayed at home last Wednesday night to watch the presentation of the 27th annual awards ceremony of the Academy of Motion Picture Arts and Sciences on television, according to a survey made by market analyst Albert E. Sindlinger for COMPO.

The survey was conducted for the industry group by Sindlinger & Co. to obtain information that might be useful in the planning of the COMPO audience poll.

Despite the slump in box office business on Wednesday night in all parts of the nation, industry people feel that the Academy Awards show created considerable good will which will be felt in future business and grosses.

The survey showed that out of an estimated 270,000 potential theatre patrons in Oklahoma County, a total of

(*Continued on page 3*)

Japanese Producer Says Japan Should De-freeze $8,500,000

HOLLYWOOD, April 3. — The Japanese government should de-freeze $8,500,000 which is now due the American film industry, and start over with "a clean slate," according to Masaichi Nagata, president of Daiei Motion Picture Co., of Japan, and producer of "Gate of Hell," which won two Academy Awards.

Nagata, who also is president of South East Asia Film Producers Association, explained that Japan imports 170 pictures annually, of which 140 are

(*Continued on page 6*)

3 New Committees to Aid French Industry

By HENRI KAHN

PARIS, April 1 (By Air Mail). —The French film industry has decided to clean house on a grand scale. The Producers Syndicat is now fully aware that the state pays little heed to its demands primarily because the Syndicat pays little attention to the

(*Continued on page 3*)

RKO Radio Holds Sales Meet Here

RKO Radio Pictures will begin its fourth and final two-day regional sales meeting here today at the Hotel Warwick. World-wide sales manager Walter Branson will be chairman. Similar sales sessions concerning the recent release schedule announced by president James R. Grainger were conducted at the end of last week in New Orleans, Chicago and San Francisco.

In announcing the release schedule,

(*Continued on page 6*)

James Carreras Says

UK 'Wide Open' for British Independent Productions

An optimistic report on the film business in Britain, from the viewpoint of British exhibition and independent production there, was voiced here by James Carreras, president of Exclusive Films of London.

Carreras, in New York conferring with major distributors on the marketing of his CinemaScope stereophonic sound, 30-minute featurettes, said that the "general shortage of product in England" has created a "wonderful" opportunity for the British independent producer. "Any decent script," he said, "can get backing at the moment," with British exhibition giving the independent every encouragement.

He described business at the box-office there as "very good" and ex-

(*Continued on page 6*)

ABC Begins 2-Day Meet Here Today

A two-day planning and operations meeting of American Broadcasting Co.'s top executives to set the new 1955-56 fall season pattern for the nine owned and operated radio and television stations, which will begin here today, will be conducted by ABC president Robert E. Kintner.

Leonard H. Goldenson, president

(*Continued on page 3*)

Exhibition Move

Parallel Action By TOA, Allied Forecast Here

Expect Shor to Propose Meeting in Near Future

By MURRAY HOROWITZ

Parallel action by Allied States Association and Theatre Owners of America on mutual industry problems is in the offing, it was forecast here at the weekend by a top Allied official.

The Allied executive, declining the use of his name, predicted that Allied president Ruben Shor shortly will propose a time and date for a joint meeting with an opposite TOA committee to work out a mutual program.

Shor, who recently returned to his Cincinnati home from an extended vacation, was said to be now ready to name the Allied committee to tackle the project. So much time has lapsed between now and the time the original Allied committee was named that

(*Continued on page 3*)

Two N. Y. Film Bills Die in Committee

Special to THE DAILY

ALBANY, N. Y., April 3.—The Crisona-Podell bill amending the New York City Administrative Code to provide that in the metropolis films should not be brought into projection booths of theatres, unless they have been inspected and repaired and bore evidence thereof, immediately prior to shipment, died in the Senate and Assembly committees. A similar ending befell last year's measure.

The New York City inspecting and shipping local advocated the proposal, with the support of the State Federation of Labor as a protection to the

(*Continued on page 2*)

Binford Welcomes Censor Law Test

Special to THE DAILY

MEMPHIS, April 3.—"I'm glad of it. I'll be glad to get rid of it and have it tested in court."

In these words Lloyd T. Binford, chairman of the Memphis board of censors, welcomed the statement of Columbia Pictures that it would file suit against the Memphis and Shelby County board of censors in banning "Bamboo Prison." Columbia also will seek a ruling on the constitutionality

(*Continued on page 3*)

Personal Mention

AMERICO ABOAF, vice-president of Universal International in charge of foreign sales, left New York over the weekend for the Coast.

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EARL WINGART, 20th Century-Fox merchandising manager, returned to New York over the weekend from the Coast.

•

EMERY AUSTIN, M-G-M exploitation head returned to New York at the weekend from Milwaukee and Oklahoma City.

•

MIKE SIMONS, M-G-M customer relations director, is in Charlotte from New York.

•

SAM ISRAEL, Universal-International studio publicity director, left Hollywood by plane Friday for New York.

•

SAMUEL GOLDWYN, JR., left the Coast by plane on Friday for New York.

•

IRVING SHIFFRIN, of the Allied Artists exploitation department, is in Columbus, O., from New York.

•

ED STEVENS, president of Stevens Pictures, Atlanta, left there late last week for New York.

•

MARION GOMBINS, of Transfilm, was married in Forest Hills here last week to MICHAEL URDANG.

•

HY REITER, of Broadcast Music, Inc., has returned to New York from Chicago.

Tiomkin, Staub Set Featurette Series

HOLLYWOOD, April 3. — Composer-conductor Dimitri Tiomkin and Ralph Staub have reactivated plans for their projected series of 30-minute short features based on the lives of great composers and the circumstances under which they wrote their masterpieces, and will get into production immediately after Staub finishes the "Show Time" series of 39 half-hour musical shorts which he is currently directing.

The Tiomkin-Staub deal calls for six 30-minute featurettes on Mozart, Mendelssohn, Liszt, Wagner, Beethoven, and Chopin. Tiomkin will write the scripts and compose and conduct the music for the series.

Blumberg Joins WB Ad Staff in Phila.

Mort Blumenstock, Warner Brothers vice-president in charge of advertising and publicity, has announced the appointment of Irving Blumberg as advertising field representative for the Philadelphia and Washington territory, with headquarters in Philadelphia. Blumberg recently resigned his position as advertising and publicity director for Stanley Warner Theatres in the Philadelphia zone.

Editorial

(Continued from page 1)

of thousands of clergymen who have interested themselves in helping to bring this picture to the attention of the mass public. They not only found no objection to the ad copy but, for the most part, found it in tune with the informal, friendly nature of the late Peter Marshall.

"Life's" writer appears to be fully qualified to join the select circle which includes the author of those earlier "Life" articles which reported the demise of the motion picture theatre several years ago.

Saturation Openings For 'Purple Plain'

United Artists' "The Purple Plain" has been set for saturation regional openings in 24 Loew's theatres and three other key showcases, it was announced by William J. Heineman, vice president in charge of distribution for UA.

The Loew's engagements, starting April 22, will unveil "The Purple Plain" in Akron, Atlanta, Buffalo, Bridgeport, Canton, Cleveland, Columbus, Dayton, Evansville, Harrisburg, Houston, Indianapolis, Norfolk, Reading, Richmond, Rochester, St. Louis, Springfield, Toledo, Wilmington, Washington, Worcester and two houses in Boston.

The United Artists release will also bow at the Paramount Theatres in Denver and Seattle and the United Artists Theatre in San Francisco.

Circuits and Majors In Hub Trust Suit

BOSTON, April 3.—On anti-trust suit claiming $1,500,000 damages has been filed in U. S. District Court by Kelmar Theatre Co. Harold Markell operator-owner of the Elliot Theatre, Cambridge, claims restraint of trade, monopoly, conspiracy and improper run and availabilities.

Defendants are American Theatres Corp., New England Theatres, Inc., Loew's Boston Theatres, RKO Theatres, Keith Mass. Corp., Paramount Pictures, Loews, Inc., TCF Film Corp., 20th Century-Fox, Warner Brothers, RKO, United Artists, Universal and Columbia. The suit was filed from the office of George S. Ryan and W. Bradley Ryan.

Asks Toledo Theatres Observe Good Friday

TOLEDO, April 3.—The Committee for the More Reverent Observance of Good Friday, which was organized in 1920, has requested the cooperation of downtown theatres here to be "A Worshipping City from 12 to three."

All places of business have been requested to shut down allowing employers and employees to attend services sometime during that period without loss of pay, according to Martin Smith, secretary-treasurer of the Toledo Theatres Association.

20th-Fox Mulling 3 Spring Premieres

Twentieth Century-Fox is reporting considering the staging of three Spring premieres of the "gala" type for forthcoming releases: "Daddy Long Legs," "That Lady" and "Violent Saturday," following success of the Roxy bow of "A Man Called Peter" here.

Charlotte Workshop Panelists Lined Up

Vic Sicilia, city manager for Y & W Theatres with headquarters at the Rivoli Theatre, Muncie, Ind., will be a panel member at M-G-M's 14th Ticket Selling Workshop in Charlotte today, Mike Simons, in charge of exhibitor relations, announced.

Conrad Brady, publicity director for Interstate Circuit, Inc., at Houston, who appeared at the Workshops at Columbus and Kansas City early in March, will again participate at the meeting in the Charlotte session which is part of a two-day meeting of Theatre Owners of North and South Carolina and called by the president of the organization to coincide with the Workshop date.

Also at the Charlotte Workshop will be the third appearance of the youngest exhibitor to serve on any of the M-G-M panels. He is Joseph Jarvis of the Gilbert Stuart Theatre, Riverside, R. I.

Drive-in panelist will be David Cheatham, owner and operator of the Moon-Glo Drive-In Theatre, Pulaski, Tenn., whose appearance at Detroit last month was a highlight of that meeting.

Battle Looming Over Mexico Wage Scale

Special to THE DAILY

MEXICO CITY, April 3. — Exhibitors here are viewing with alarm the start by the National Cinematographic Industry Workers Union (STIC) of revising collective labor contracts for its Section One (theatre attaches) members. The pacts, which must be made during May, will feature demands for heavy pay hikes. STIC has made it plain that it will be more insistent than ever for more pay by exhibitors. The exhibitors, through the National Cinematographic Chamber, made it clear that they would refuse to allow any but the most modest wage increase demand. STIC indicates that, if necessary, it will call a general strike against theatres to get what it wants.

The exhibitors point to high operating costs, particularly wages and taxes, and that their profits, though higher, are about what they were five years ago when living costs were slightly more than one-half what they are today, to counteract STIC's argument that local theatres are doing more business than they ever did.

Exhibitors here, also, point to the ceilinged admission price maximum of 32 cents.

N.Y. Bills

(Continued from page 1)

public. Theatre owners opposed it as unnecessary and unreasonable.

A bill by Sen. Fred G. Moritt for a Supreme Court jury trial in cases of licensure refusal by the State Education Department's motion picture division, as an alternative to the present system of direct appeal to the Regents, died in the education committee.

The Brooklyn legislator sponsored a similar measure last year. He had urged passage on the grounds it provided a "fairer deal" to distributor applicants.

Scotch Critics Hail 'Man Called Peter'

By PETER BURNUP

GLASGOW, Scotland, April 3.—Following the premiere of 20th Century-Fox's "A Man Called Peter" here, newspaper critics were united in their praise of the picture.

A typical example read: "This is a refreshing indication that Hollywood not only is widening its screens, but also is widening the approach in its responsibility to world-wide audiences. 'A Man Called Peter' undoubtedly will touch the hearts and minds of men and women wherever it is shown."

At the weekend the entire city was still talking not only of the picture's excellence but 20th Century-Fox's display of showmanship. All newspapers carried pictures of the Glasgow's premiere.

Egypt Seeks Outlet For Its Pictures

WASHINGTON, April 3.—The Egyptian government is reported to be studying ways to encourage the export of Egyptian films to the United States, according to Commerce Department motion picture chief Nathan D. Golden.

Golden said the Egyptian government feels an estimated 2,000,000 Arab immigrants in the U.S. would make a ready audience for Egyptian films. Egyptian production rose from 62 pictures in 1953 to 84 films in 1954, Golden said, and the Egyptian government is stressing the need of improving the quality of films so that they can compete with films of other countries in the world film market.



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'Oscar' TV

(Continued from page 1)

137,200 persons stayed home and watched the "Oscar" television show. Sindlinger reports that 80,600 households with TV sets had their sets tuned in on the Academy show. Each household is estimated as having 2.8 persons.

The National Broadcasting Co. reported at the weekend that home viewing and listening audiences throughout the country for the awards show were far in excess of the 45,000,000 viewers on video and 4,000,000 listeners on radio.

Sindlinger & Co. is currently in its eighth week of conducting a survey of Oklahoma County for the Cooper Foundation Theatres and Stanley Warner Theatres. Sindlinger says that his survey already has established that the area has 101,900 households and 270,000 potential theatre-goers of 14 years of age and over.

The market analyst reports that the survey has turned up the fact that in the area, on an average week-day evening, between 45,000 and 55,000 families have their television sets in use.

Code Seal to 'Line' Following Revisions

HOLLYWOOD, April 3.—A Production Code Administration spokesman on Friday confirmed a report that a code seal has been granted RKO Radio's "The French Line" following revisions.

What effect this may have on the picture's booking possibilities in areas where lack of a seal has limited exhibition is conjectural, but past experience with pictures in kind has been that grosses improved after a seal was obtained.

Broidy, on Last Lap, Talks to S.F. Group

SAN FRANCISCO, April 3.—In a final exhibitor meeting before returning to company headquarters in Los Angeles, Allied Artists' president Steve Broidy addressed 104 exhibitors, representing 265 theatres, following an introduction by Rotus Harvey, president of the Independent Theatre Owners of Northern California.

Continuing the blunt style he has used throughout his trip, Broidy said, "It is only when two selfish interests such as yours and ours can be made compatible with each other that there will be mutual benefits." He went on to declare that his meeting with exhibitors throughout the country have been the most satisfying experience in his business career.

Say Pickford Studio Bid Over Goldwyn's

HOLLYWOOD, April 3.—Mary Pickford outbid Samuel Goldwyn for their jointly-owned studio, according to referees who opened bids on Friday, by stipulation, preliminary to presenting them to Superior Court Judge Paul Nourse on April 20.

Under the agreement, Miss Pickford and Goldwyn may raise each other's bids by five per cent at each bid, while other bidders who wish to enter bidding must raise by ten per cent. Miss Pickford's starting bid is $1,525,000 and Goldwyn's is $1,501,000, it is reliably understood.

Reviews

"Mambo"

(Ponti De Laurentiis-Paramount)

THE title, which would indicate that "Mambo" is a "dancing" picture, is somewhat misleading, in that the film is primarily the story—and a rather sordid one it is—of the struggles of a young Venetian girl to better her lot in life by lifting herself from her slum environment through dancing, at which she is skilled; through love, about which she is confused, and through marriage, about which she learns through the devious maze of court intrigue. Names there are to build marquee value: Sylvana Mangano, Michael Rennie, Vittorio Gassman and Shelley Winters, while the members of the Katherine Dunham troupe are at their primitive best in the dance sequences. The latter, unfortunately, play only a minor part in the production.

The picture early runs into script trouble, indicated perhaps by the fact that the writing credits are divided among four people—Guido Piovone, Ivo Perilli, Ennio De Concini and Robert Rossen. The latter also directed.

Miss Mangano is effective, although somewhat restrained as the girl who hates the poverty of her home in Venice but is held back in her ambitions by her fervent love for Gassman, ne'er-do-well who lives by his wits and her salary as a salesgirl. She attracts the eye of craggy Michael Rennie, the Count Marisone, who, drawn by her beauty, invites her to Venetian society's Grand Masque Ball. There she is humiliated and outraged by the Count's ardent advances. Furious at Gassman for not warning her, although he knew what would happen, she accepts the proffered friendship of Shelley Winters, dedicated manager of the Dunham troupe, and leaves Venice with her to become a dancer. After a year of hard work she returns to Venice as premiere danseuse, meets both Gassman and the Count, and in a tangle of strange motivations, including revenge on the Count, decides to abandon her new career and live with Gassman.

Having risen from the slums to what some might consider a life of sin, she now rejects a proposal of marriage from the Count, for reasons which are never quite clear, then at Gassman's urging accepts the offer for the monstrous reason that the Count is doomed to an early death resulting from haemophilia. Having gone through with the marriage, she learns to regret her motive, learns to love the Count and ultimately to reject Gassman. The Count dies after a struggle with Gassman but Miss Mangano renounces any interest in his estate and departs to resume her dancing career.

The picture is a Ponti de Laurentiis production and is an attempt to amalgamate Italian and Hollywood techniques, a goal which it never quite achieves.

Running time, 94 minutes. Adult classification. For release in April.

"This Island Earth"

(Universal)

TAKE Buck Rogers, Space Cadets, Jules Verne and H. G. Wells, put them into a cocktail mixer, shake well and you have "This Island Earth." Here is sheer fantastic science fiction that should spell substantial box-office. To use a trite phrase, it's an exploitation natural. The mere fact that people take a trip in a flying saucer to an unheard-of planet, in itself, is enough to whet the interest of the average patron. But add weird adventures, suspense and intrigue and you have a helping of a lot of fun.

Particular credit should go to the special effects. The flight in a space ship to the mythical planet of Metaluna is an exciting experience, enhanced by excellent color by Technicolor. Heading the cast are Jeff Morrow, Faith Domergue and Rex Reason, each of whom, as well as those in the supporting cast, do a commendable job.

As for story—well, it seems there were a couple of scientists, Reason and Miss Domergue, who are enticed to a Georgian laboratory to aid in a scientific experiment, becoming the victims of Morrow and Lance Fuller, who were sent from the planet Metaluna to find a new source of uranium. Reason and Miss Domergue try to escape in a private plane, but the plane is sucked up into the hold of a flying saucer manned by Morrow and a strange crew and all are transported to the planet. It is on this trip, during which they are attacked by meteors, that much of the excitement prevails. When the head man on the planet proposes a fantastic scheme, Morrow, Miss Domergue and Reason escape in the space ship. Morrow, who previously has been attacked by a Mutant, a strange animal, knows that he has been fatally wounded and permits the couple to fly off in the plane, while Morrow dives his saucer into the sea.

Produced by William Alland and directed by Joseph Newman, the screenplay was written by Franklin Coen and Edward G. O'Callaghan from Raymond Jones' novel.

Here is a completely off-beat story that should reflect good box-office results if for no other reason than it is off-beat.

Running time, 87 minutes. General classification. For April release.

AL STEEN

Binford Welcomes

(Continued from page 1)

of Memphis censoring laws generally.

Binford had disagreed sharply with the board's banning of "Bamboo Prison."

Avery Blakeney, attorney and member of the censor board, who did not see either of the two screenings of the picture for the board, finally viewed the film and voiced the opinion that the board should lift the ban.

ABC Opens Meet

(Continued from page 1)

of American Broadcasting-Paramount Theatres, Inc., may possibly attend the opening session of the meetings.

The agenda of the radio and television meetings includes all phases of the ABC owned radio and television stations' operations and their integration towards the further expansion of the network's operations for the 1955-56 season.

TOA-Allied

(Continued from page 1)

Shor is understood to be thinking in terms of a new committee. TOA president E. D. Martin last reported that he was awaiting word from Shor on the proposed project, which both exhibition organizations have endorsed.

It was originally planned, according to exhibition leaders, to hold the joint meet in preparation for the proposed industry round-table conference in order to map a common exhibition approach. With the industry round-table conference being hit by indefinite delays, the Allied official saw no reason to delay the joint exhibitor organization planned conference further.

It was expected that the TOA-Allied joint project will be discussed here this week among TOA officials, when they convene to map strategy for TOA's sponsored Exhibitors Film Financial Group and other industry problems.

French Committees

(Continued from page 1)

state. The request for better films, less sex and violence, which has come from many government officials, has, until now, been ignored. This will change.

Three committtees are to be set up. The first is to be called the "Reading Committee" and its job will be to read manuscripts of films in production. Henry Frenay, the president of the Syndicat has made it quite clear that this committee is not to be compared with the Johnston office. The most it can do is to advise. But the president has, nevertheless, made one thing quite plain. If a producer refuses to accept criticism of a film which, later, has difficulty with the official censor, then the Syndicat will not lend its aid on behalf of the film. If, on the other hand, the committee has given full support to a film and there is trouble, then the producer may depend on full Syndicat support.

The second committee will be called the Council. Its task will be to draw up a kind of cinematographic code of conduct. Frenay has explained that making films is as dangerous as driving an automobile. While a license is necessary for the latter, no demands of similar nature are made when anyone wishes to enter the film industry. The Council will put this right.

And finally, there will be a study committee, which will examine the economic side of the industry and seek ways and means of reducing production costs.

Cooperation Pledged By Israel's Pearlman

HOLLYWOOD, April 3.—Moshe Pearlman, Israel's director-general of Government Information Services, declared here: "Full cooperation, with no red tape, on producing films in my country will help supply needs, from a pin to an elephant."

Hopeful that the interest he created here will result in making films in and about Israel, he conferred with numerous producers and directors during his stay in Hollywood. Among directors who will personally inspect Israelian settings and facilities is Arthur Lubin, who departs Apr. 21 for Israel and other points abroad.

Etenal Lorch has been appointed information officer in Hollywood for the consulate of Israel in handling film matters.

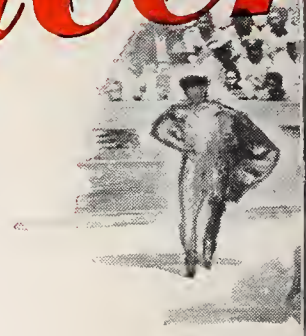
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Lightning thrills...
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Matador

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CINEMASCOPE

In the wonder of STEREOPHONIC SOUND

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Jesus (Chucho) Solorzano • Jeaquin Rodriguez (Cagancho) • Rafael Rodriguez • Antonio Velasquez • Jorge (Ranchero) Aguilar • Felix Briones • Nacho Trevino

Directed and Story by BUDD BOETTICHER · Screenplay by CHARLES LANG · Co-Producer CARROLL CASE

20TH IN MAY!

National Pre-Selling

"PICTORIAL REVIEW'S" April 3 issue had a full page color ad on "A Man Called Peter." This ad will run in 10 key cities and reach five-and-one-half million families.

•

Frank Sinatra, starring in UA's "Not as a Stranger," sings a song of praise for that phenomenon, the American secretary, in the April "Coronet."

Writing in a personal, informal manner, Sinatra enumerates the important, vital matters that secretaries handle, only to remain unrecognized and under-credited. Allusions are made to his own "gal Friday," and to the many whom he observed in those days when waiting rooms were the familiar panorama.

Frank's article is heartwarming and, indeed, will make us look a bit more carefully at secretaries, henceforward!

•

MGM's "Interrupted Melody" and its star, Eleanor Parker, were spotlighted in a "Lux" soap ad which appeared in the March 27 issue of "American Weekly."

•

"Movie Prevue," digest - sized monthly motion picture magazine and film guide, is now accepting advertising. It has a guaranteed circulation of 200,000, and has been placed on the newsstands by American News Co. Dick Sheil is advertising representative.

U.K. Seen 'Wide Open'

(Continued from page 1)

pressed virtually no concern at the bow of commercial television in Britain, slated in late August of September.

There have been major changes the past year or so in the product demands of British exhibition, Carreras declared, pointing out that the accent on quality, high-budget product, is true in Britain as well as in the U.S. His company, which he described as the largest independent production-distribution firm in England, recognized this change and switched from making low-budget program pictures to higher-budgeted product 12 months ago, he said. "The bottom has dropped out of the second feature market in England today," he declared, adding that his American partners here, Sol Lesser and Robert Lippert tell him a similar situation has occurred in America.

Has Slated Six

Exclusive Films' production schedule for 1955, he went on, calls for six films, two of which will be in CinemaScope, and some of which will be co-production deals with Lesser and Lippert. On its own, he continued, Exclusive Films is making 11 30-minute CinemaScope featurettes, consisting of dramas and musicals.

Prints of these featurettes, Carreras explained, will be shown to distributors here within 10 days. Preliminary talks indicate a strong interest by some American distributors, he added.

The featurettes, according to Carreras, were designed to supplant the second feature in Britain and may well do the same job in the U.S. They were made for showing with longer CinemaScope feature pictures, he continued, adding that they are in color.

He described pre-release sentiment of British exhibitors to the featurettes, aimed at filling the vacuum caused by the lack of a second feature which heretofore could be made profitably, as very enthusiastic. On May 5, he said, the first two featurettes, "The Showband" and "The Right Person," will be ready. American distributor reaction to the featurettes, Carreras indicated, will decide "the type" to be made in the future.

Asked if he thought British product was receiving a "fair shake" in American market, Carreras replied strongly in the negative. He maintained that British product should be played on more screens than the "art houses" citing "Doctor in the House," now playing in the Trans-Lux 52nd Street here as an example. All America could enjoy such a film, he contended, arguing that reluctant caution keeps U.S. exhibitors from booking British product which otherwise could have a market in the U.S.

Doesn't Know the Answer

He acknowledged, in response to a question, that he did not know the formula under which the American market could be more effectively penetrated. "I would be in the Bahamas not worrying about picture production if I did," he declared.

Carreras, who also is chief barker of London's Variety Club International tent, said that "in the short five years" of the Variety tent there, $360,000 has been raised and distributed for charitable purposes. He said the tent now has 400 members.

While in the U.S., Carreras will attend the Variety Clubs International annual convention, which will open in Los Angeles on May 4. He will leave for Hollywood April 24, spending some time in Florida and Washington before arriving on the Coast.

RKO Meeting

(Continued from page 1)

Grainger expressed hope that Howard Hughes would grant the company a date soon for the release of Hughes' "Jet Pilot" and "The Conqueror."

The company's schedule now consists of "Rage of Dawn," now in release; "Escape to Burma," April 9; "Quest of the Lost City," April 16; "Son of Sinbad," May 28; "Wakamba," June 18; "Pearl of the South Pacific," July 16; and in reserve is "Naked Sea."

Meanwhile, it was announced that Edmund Grainger would release six instead of two pictures through RKO during the next two-and-a-half years.

16mm. 'Scope Sales To Bausch & Lomb

Bausch & Lomb, which developed and demonstrated 16mm. anamorphic lenses for CinemaScope presentation, will handle all phases of the marketing of the two-inch focal length lenses, according to a 20th Century-Fox representative. It had been indicated that CinemaScope Products, Inc., would possibly handle the sale of the small-gauge lenses since they distribute the 35mm. anamorphic lenses.

Japan

(Continued from page 1)

American, and that foreign producers earn about $17,000,000, of which 90 per cent is due to American companies, although only a portion of this can be transmitted in cash under present regulations. Nagata, who has been called "America's best friend in Japan," said he and his associates are continuing to urge government to allow the U.S. to make total collections in cash.

Nagata, who produced last year's Academy-honored "Rashomon," told questioners that Japan-produced pictures that are successful in this country not far less, proportionately, than American films do in Japan. The Japanese industry, he said, can afford to make only two or three films on the "Gate of Hell" scale annually, although it produces between 350 and 375 pictures.

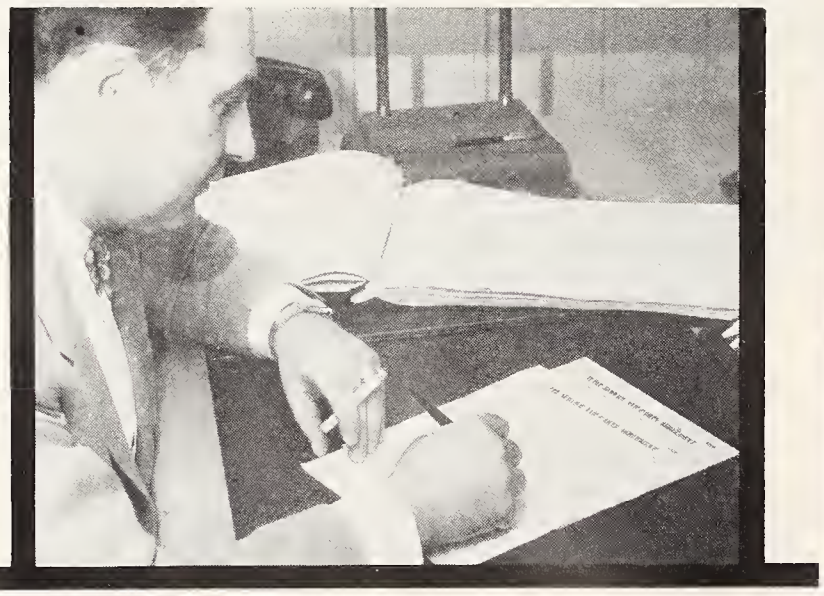
100 Show CinemaScope

Nagata said 100 of 3,900 theatres in Japan are equipped for CinemaScope, 70 of these being capable of handling VistaVision, also, that expanded systems had had stimulating effect as novelty but pictures play about equally well in standard aspect ratios. Cinerama, opening in January in Tokyo and Osaka, is running exactly to expectations, he said.

Hanna to Europe On 'War and Peace'

Appointment of David Hanna to supervise production publicity for "War and Peace," which will be filmed by the Ponti-De Laurentiis organization in Italy, Finland and Yugoslavia, was announced by Jerome Pickman, Paramount vice-president in charge of publicity, advertising and exploitation. Hanna, who has worked on American pictures in Europe in a similar capacity, will set up publicity headquarters for "War and Peace" in Rome. He also will handle the unit publicity in Finland and Yugoslavia.

Hanna is scheduled to arrive in Rome late this week after conferring with Paramount home office, studio and overseas executives. "War and Peace," which will be based on Leo Tolstoy's novel, will be made in cooperation with Paramount, and will be filmed in VistaVision. King Vidor will direct.



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COMPARE THE FARE AND YOU'LL GO BY AIR

In the THEATRE Equipment *& Refreshment* World . . .

. . . *with RAY GALLO*

RCA has announced it will distribute a new Griggs' auditorium chair "designed to provide maximum seating comfort at a minimum cost." The complete Griggs' line, including the Kroehler-developed "push-back" type, is distributed by RCA dealers. The new model (No. 71MBW) is fully upholstered. It features a manually operated steel ball-bearing hinge for positive up and down stops. It is equipped with braced, double-wall end stands cut to match floor inclines. The chair seat is a cushion type with steel coil springs, and the metal back features an upholstered plywood panel bolstered with padding. Both are available in a variety of plastic tops and fabrics.

•

The Williams Screen Co., Akron, O., has announced price reductions for its "all-purpose" silver projection screens. The lower price was made possible by the "ample facilities provided for mass production by the company's two plants in Akron," according to H. C. Williams, president. Distribution of the screens is handled direct and through dealers of the Ballantyne Company, Omaha.

•

"Ice Cader" is the name of a new ice-cooled dispenser for non-carbonated drinks made by the Frigidrink Dispenser Company of Chicago. It is equipped for counter display with an illuminated glass bowl containing plastic cascades over which the liquid flows. The unit has a beverage capacity of 4½ gallons and 25 to 30 pounds of ice.

•

Steel Products Co., Cedar Rapids, Ia., now has a line of cup venders available in three models, which can dispense either cold or hot paper cups at 1c, 5c or 10c. For cold cups there are units for both 7 and 9-ounce sizes, the former with a capacity of 175, the latter 110. A third model will hold 110 7-ounce hot cups. The units are called the "E-Z-Way Cup Venders."

•

Frankfurter rotisseries and bun warmers constructed so they can be stacked two or three high to handle large volume business have been introduced by the Dalason Products Manufacturing Co., Chicago. The machines will hold foot-long frankfurters and sausages and are adaptable for other sizes.

•

A new rug shampoo machine equipped with an 11-inch brush and an offset motor design is available from the Kent Co., Rome, N. Y. It has a solution tank with a capacity of two gallons, which can be removed for scrubbing and polishing floors.

Makelim Claims 3,456 Contracts

Special to THE DAILY

OKLAHOMA CITY, April 3.—Hal R. Makelim, in a telegram to the Oklahoma Allied convention, here last week, stated that to date he had 3,456 exhibitors' contracts for "Makelin plan" of guaranteed playdates.

M-G-M's ticket-selling workshop was a highlight of the convention. Jess Jones of the Crescent circuit and A. R. Powell of the Video circuit were cited for offering the best ticket-selling ideas.

Approximately 250 persons attended the workshop and convention sessions. Mike Simons, of M-G-M, was master of ceremonies at the closing banquet.

Du Mont Meeting Is Set for May 2

The annual meeting of stockholders of Allen B. Du Mont Laboratories has been scheduled for May 2 at the company's offices in Clifton, N. J.

Class A common stockholders, entitled to elect five of the company's eight directors, are asked in proxy solicitations to approve the reelection of Allen B. Du Mont, Bruce T. Du Mont, Thomas T. Goldsmith, Jr., Stanley F. Patten and Percy M. Stewart as directors.

Paramount Can Elect Six

Paramount Pictures Corp., sole owner of Du Mont's Class B common stock, is entitled to elect three directors and the secretary, treasurer and assistant treasurer. Barney Balaban, Paul Raibourn and Edwin L. Weisl are the current Paramount representatives on the board and Raibourn is treasurer; Bernard Goodwin, secretary; Irving Singer, assistant treasurer, and Arthur Israel, Jr., assistant secretary.

The proxy statement shows A. B. Du Mont, president, was paid a salary of $68,339 last year; W. H. Kelley, marketing vice-president, $48,555, and I. G. Rosenberg, vice-president, $40,000.

Malkan Firm Barred From Laski Suit

Federal Judge Archie O. Dawson last week ruled that the law firm of Malkan & Ellner could represent the Austin Theatre in Kew Gardens, L. I., in its recently filed anti-trust suit, but could not represent the Laski Brothers action.

The distributors had objected to Malkan's representing the plaintiffs on the grounds that he had had access to confidential information while in the employ of Sargoy & Stein, industry legal firm.

Johnston Defers Trip To Coast; Has 'Flu'

WASHINGTON, April 3.—Motion Picture Association president Eric Johnston's trip to the West Coast was indefinitely postponed when Johnston came down with the flu late last week. He was supposed to have arrived in Hollywood tomorrow or Tuesday for his first West Coast visit since last October.

My Sincere Thanks To

WARNER BROS. — NORMAN H. MORAY
CEDRIC FRANCIS — MY STAFF
MEMBERS OF THE ACADEMY

ROBERT YOUNGSON

For Warner Bros. — Editor-in-Chief
THE NEWS MAGAZINE OF THE SCREEN

In 1954
SPECIAL FREEDOMS FOUNDATION AWARD
for "comprehensive efforts of extraordinary merit in the nation's interest"

In 1955
GEORGE WASHINGTON HONOR MEDAL

• • •

Producer, Writer, Director
WARNER BROS. SHORT SUBJECTS

In 1950
NOMINATED FOR ACADEMY AWARD (For 1949)
Best One Reel Short "SPILLS AND CHILLS"

In 1951
NOMINATED FOR ACADEMY AWARD (For 1950)
Best One Reel Short "BLAZE BUSTERS"

In 1952
WINNER OF ACADEMY AWARD (For 1951)
Best One Reel Short "WORLD OF KIDS"

In 1955
WINNER OF ACADEMY AWARD (For 1954)
Best One Reel Short "This Mechanical Age"

My Sincere Thanks

to

SAM SPIEGEL • ELIA KAZAN

THE ACADEMY OF MOTION PICTURE ARTS & SCIENCES

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FOR THE SUCCESS OF
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Walt Disney's
"20,000 LEAGUES UNDER THE SEA"

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 77. NO. 66 NEW YORK, U.S.A., TUESDAY, APRIL 5, 1955 TEN CENTS

Showing Slated

'Bamboo' Ban Is Reversed In Memphis

Action by Censor Board Ends Threat of RKO Suit

Special to THE DAILY

MEMPHIS, April 4.—Faced with court action, the Memphis board of censors today reconsidered its recent action in the banning of "The Bamboo Prison."

After conferring with three women members of the board today, Lloyd T. Binford, chairman of the board, said the controversial Columbia Pictures film can be shown in Memphis.

William W. Goodman, attorney for Columbia, was frankly disappointed that the board reversed itself, saying he "no longer has a suit" and will not file in circuit court the bill he had planned to have the ban reversed and test the constitutionality of the Memphis censorship laws.

Goodman said Binford first asked that something be deleted from the

(*Continued on page 6*)

Showmen Counter Press Strike in UK With Ingenuity

By WILLIAM PAY

LONDON, April 4.—Film companies moved quickly to combat the effect of the national newspaper strike on the country's box-offices. The strike—over a wage dispute—has deprived Londoners of newspaper cinema advertisements and film reviews since March 25.

Publicity and advertising staffs im-

(*Continued on page 3*)

20th Accumulating Wide-gauge Cameras

Twentieth Century-Fox is "gradually accumulating" wide-gauge cameras preparatory to the company's plans to shoot in wide-gauge film and reduce to 35mm., it was disclosed here yesterday by Earl I. Sponable, 20th-Fox research director.

Sponable, who recently returned from an extended trip to the Coast, said a demonstration for the trade is being planned, a demonsration aimed to show the results of wide-gauge

(*Continued on page 6*)

Catholic Press to Honor Quigley

The annual award of the Catholic Institute of the Press will be presented to Martin Quigley at ceremonies at the Biltmore Hotel here on May 1 following the organization's annual Communion Breakfast at St. Patrick's Cathedral.

Recipients of the award in other years have included Leo McCarey, Fulton Oursler, H. I. Phillips, Dr. James M. O'Neill and Neil MacNeill. The award is made to persons in the field of communications who have exemplified Christian principles in their work and daily life.

Southeastern Festival May Set 'Pattern'

Special to THE DAILY

ATLANTA, April 4.—In what may be a pattern for similar projects on a national basis, exhibitors and distributors in the Atlanta and Jacksonville exchange area are preparing a "gigantic" Southeastern "festival" designed to stimulate box-office attendance in the two territories.

Sponsoring the drive, which is to run from May 16 to June 16, are the Alabama Theatres Association, Motion Picture Exhibitors of Florida, Motion Picture Theatre Owners and Operators of Georgia and film distributors operating in the two exchange areas.

The campaign calls for a "kick-off"

(*Continued on page 6*)

PCA Pioneers, Others Lauded

25TH ANNIVERSARY OF CODE IS HAILED

Producers Assn. Praises Martin Quigley, Hays, Breen and Other Early Backers

By WILLIAM R. WEAVER

HOLLYWOOD, April 4.—The board of directors of the association of Motion Picture Producers today paid tribute to the Motion Picture Production Code and to Martin Quigley in a statement adopted at AMPP headquarters. The statement read as follows:

"During the past 25 years the Motion Picture Production Code has been a major factor in accomplishing the basic purpose of making films acceptable to reasonable minds the world over, and in so doing has created a discipline in the thinking of Hollywood producers which is the measure of their maturity.

"It is consequently fitting on this 25th anniversary of the Code that the industry acknowledge its debt to the code, reaffirm its support of the same,

(*Continued on page 3*)

Expansion Program Set for Ezell Firm

Special to THE DAILY

DALLAS, April 4.—A $2,400,000 expansion program for Claude Ezell & Associates for the coming year was approved by the company's board of directors at its annual meeting here, it was announced today.

The Ezell organization has acquired property in Houston for a 2,000-car twin drive-in theatre, and negotiations

(*Continued on page 3*)

Illinois TOA Unit Adopts Conciliation

A conciliation service, designed somewhat along the lines of an "interim relief" plan adopted by Allied States Association at its St. Louis board meeting in February, has been adopted by United Theatre Owners of Illinois, an affiliate of Theatre Owners of America. The UTO plan was voted at a meeting of the TOA unit's

(*Continued on page 3*)

High Court Rejects ACLU Bid to Ban Censorship

From THE DAILY Bureau

WASHINGTON, April 4.—The Supreme Court today rejected the American Civil Liberties Union's request for an immediate court ruling outlawing all state and local laws requiring film censorship prior to public showing.

The court dismissed "for want of a final judgment" the ACLU's appeal from an Illinois Supreme Court decision that the city of Chicago can deny a license to any picture found to be "obscene."

The court gave no further reason for its action, from which Justices Black, Douglas and Harlan dissented. Apparently, the court was dismissing

(*Continued on page 3*)

Gordon, Greenblatt At Gulf States Meet

Special to THE DAILY

EDGEWATER PARK, Miss., April 4.—The grave danger presented to the industry by subscription television was stressed here today by Julius Gordon, of the Joint Commit-

(*Continued on page 3*)

Marion, O., Refuses To Repeal 3% Tax; 3 Houses to Close

Special to THE DAILY

MARION, O., April 4.—Two theatres here will close on April 12 and a third may close on June 1 following refusal of city council to repeal the 3 per cent admissions tax as requested by Marion theatremen.

James Rairdon, manager of the Palace and Marion, said his houses will be shuttered on April 12. The two theatres are operated by Northio Theatres Corp., Detroit. Lee Kramer, manager of the Ohio, operated by

(*Continued on page 6*)

Lopert, UA in New Three-Picture Deal

Robert S. Benjamin, chairman of the board of United Artists, and Ilya E. Lopert, president of Lopert Films Distributing Corp., announced jointly yesterday that United Artists will distribute three Lopert releases—Sir Laurence Olivier's "Richard III," Sir Carol Reed's "The Lucky Kid" and "The Man Who Loved Redheads."

A color by Technicolor production in VistaVision, "Richard III" was produced and directed by Olivier, who stars in the Shakespeare drama with Sir John Gielgud, Sir Ralph Richard-

(*Continued on page 6*)

Personal Mention

DARRYL F. ZANUCK, 20th Century-Fox vice-president in charge of production, and MRS. ZANUCK will arrive here today from Europe en route to Hollywood.

•

SAMUEL ROSEN, Stanley Warner Corp. executive vice-president, has been elected trustee of the Children's Cancer Research Foundation of Boston.

•

BERNARD DE LAVALETTE, plant manager of Societe Technicolor, France, and RICHARD ERLIGMANN, process supervisor, have arrived in Hollywood from Paris.

•

JAMES R. VELDE, United Artists Western division manager, left Chicago yesterday for Kansas City, Omaha and Des Moines.

•

MILTON R. RACKMIL, president of Universal Pictures, has returned to New York from California.

•

SAM ISRAEL, Universal-International studio publicity director, has arrived in New York from the Coast.

•

NORMAN PANAMA and MELVIN FRANK, producers, left Hollywood yesterday for New York.

Reduce Warrants Of 'U' to 33,323

WASHINGTON, April 4.—Warrants for the purchase of 16,760 shares of common stock of Universal Pictures at $10 per share were exercised during the three-month period ended March 31, the company reported here to the Securities and Exchange Commission.

The transactions, the company further reported, reduced the number of such warrants outstanding to 33,323, excluding 12,800 held in the treasury.

O'Donnell Calls for Support of UJA

PHILADELPHIA, April 4.—An appeal for support of United Jewish Appeal was sounded here today by Robert J. O'Donnell, vice-president and general manager of Interstate Circuit.

O'Donnell, addressing a meeting at the Drake Hotel attended by many industry executives, cited UJA's contribution to Israel. The dinner was sponsored by Allied Jewish Appeal.

16mm. History to Highlight Assembly

The "Sixteen Millimeter Film in Historical Perspective" will be the theme of tonight's general session of the American Film Assembly, sponsored by the Film Council of America, now underway here at the Waldorf-Astoria.

The assembly, which opened on Saturday, will continue through Friday.

Public Opposition To Toll TV Found

Special to THE DAILY

PRINCETON, W. Va., April 4. — A recent canvass of public opinion in this area seeking anti-subscription TV support, which was conducted by West Virginia Allied Theatres Association, revealed widespread and spirited opposition, the exhibitor organization reports.

It requires only a little effort to get impressive numbers of opposition opinions on their way to the Federal Communications Commission, West Virginia Allied concludes.

See MPAA Meeting Here on April 13

The annual meeting of the board of directors of the Motion Picture Association of America is expected to be held here on April 13.

The new date was necessitated by the illness of MPAA president Eric Johnston in Washington last week. The board, in addition, to the election of officers, also is expected to rescind the $25,000 fine imposed on RKO Radio Pictures for its release of "The French Line" without a Code Seal about a year and a half ago. Recently, RKO Radio Pictures made the changes recommended by the Production Code Administration and "The French Line" won a Seal. Although the $25,000 fine was imposed, it had never been paid by the company.

Benjamin Chairman Of Lodge Luncheon

Robert B. Benjamin, chairman of the board of United Artists Corp., has been appointed chairman of the Cinema Lodge of B'nai B'rith's presidents' luncheon to be held at the Hotel Sheraton-Astor on April 19 at which Max E. Youngstein, vice-president of United Artists, will be installed as president of Cinema Lodge and at which Burton E. Robbins, retiring president, will be honored.

Martin Levine, Brandt Theatres executive and past president of Cinema Lodge, is serving as chairman of the ticket committee for the luncheon and Milton Livingston of Universal Pictures is co-chairman.

U.K. Independent Circuits Expanding

LONDON, April 4.—Britain's two largest independent circuits, as opposed to the ABC and Rank groups, continue to expand their theatre interests. Star Cinemas (London) Ltd. here acquired four halls in Sheffield, Yorkshire, at a cost of £150,000. As a result Star controls 106 theatres.

Sol Sheckman, chairman and governing director of Essoldo Circuit (Control) Ltd., also announced the purchase of the 2,300 seater Palace, Hanley. It brings Essoldo's total circuit strength to 178.

Both circuits are carrying out extensive CinemaScope installations.

2 'Davy Crocketts' In Bid for Dates

State rights distributors, apparently aware of the popularity of Walt Disney's Davy Crockett TV character, are attempting to cash in with a re-release of Edward Small's "Davy Crockett," made in 1950.

The move, being watched with some concern by the Walt Disney organization which plans a theatrical release of its "Davy Crockett" in June, was highlighted recently in the Philadelphia and Pittsburgh exchange territories. There, Jack H. Harris' Exploitation Productions, Inc., acting as distributors for the former United Artists release, tested the 1950 version in Easton and Lancaster, Pa.

Harris, following completion of the test, reported that the 1950 "Davy Crockett" had been set "solid in almost every key town" in Pennsylvania, with Stanley-Warner, Fabian, Goldman and other circuits.

Sees 'Some of the Edge Off'

A Walt Disney spokesman here, apprised of the situation, expressed confidence that the public would prefer to see the up-to-date Disney version in color by Technicolor and in wide-screen. An old substitute version, he acknowledged, may take "some of the edge off" in some areas, but the over-all situation should not be altered, he declared.

The Disney spokesman explained that his company's "David Crockett," initially shown on the "Disneyland" TV show, was budgeted at nearly $1,000,000 and made with the intention of releasing the various Crockett TV episodes as one theatrical film some time later.

Two-and-one-half hours of TV film fare, he went on, have been edited into an integrated one-and-a-half hour theatrical film. It will be released in the Southeast and Southwest initially in the middle of June.

Claims Public Is Misled

The Disney spokesman expressed chagrin at some theatres, which in lobby displays and marquee advertising, mislead the public into believing that the version being featured is Disney's "Davy Crockett." This was allegedly done in one Philadelphia situation by featuring Disney short subjects with Small's "Davy Crockett," featuring George Montgomery and Ellen Drew.

In Philadelphia, Harris arranged for 20-second station breaks advertising Small's "Davy Crockett" before and after the "Disneyland" TV show.

Irving Sherman Dies; 26 Years with Col.

Funeral services were conducted here yesterday at the Park West Chapel for Irving Sherman, 43, who had been associated with Columbia Pictures and its subsidiary, Columbia Pictures International, for the past 26 years.

Sherman, who died on Saturday, had served in various positions in Columbia's sales department, as assistant manager of exchange operations, the director of personnel, and, most recently, as an executive of Columbia International.

Ohio House Kills Daylight Saving

Special to THE DAILY

COLUMBUS, O., April 4.—Proposal to establish statewide daylight savings time was defeated 10-2 in the Ohio House of Representatives' committee on state government. The measure was heavily opposed by Ohio theatremen.

Starr in Toll-TV Talk at New Haven

Special to THE DAILY

HARTFORD, Apr. 4—Nationally-known leaders in the exhibition field will address a joint subscription TV meeting of MPTO of Connecticut, Allied of Connecticut and other interested theatre men, slated for Wednesday at the Lincoln Theatre, New Haven.

Main speaker will be Alfred Starr of Nashville, former president of TOA, and now chairman of TOA's executive committee, according to attorney Herman M. Levy, TOA general counsel, and executive secretary of MPTO of Connecticut.

"The purpose of this meeting," said Levy, "is to alert all theatre owners to the problems involved in subscription TV, better known as 'pay-as-you-see' television. The first requirement of all problems facing the industry is to understand them. This will be Connecticut's opportunity to learn about subscription TV."

A reel prepared by Zenith Radio Corp., major sponsor of subscription TV, will be shown. No solicitation of funds is planned.

Noonan Bill Beaten In N.Y. Senate, 34-16

ALBANY, N. Y., April 4. — The Senate, a few hours before adjournment, defeated by a vote of 34 to 16 the industry-supported Noonan film licensing bill.

Party lines were broken in the vote, the decisive factor being the preponderance of "nays" from upstate Republicans, who apparently were moved by the argument of Sen. Samuel I. Greenberg of Brooklyn, ranking minority member of the finance committee, that enactment would cost the state an estimated $262,000 in revenue —based on last year's fees for originals and copies.

Sen. Frank D. O'Connor, Jackson Heights Democrat who introduced the original measure, declared tonight that he would not again be the sponsor.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE GLASS SLIPPER"
in radiant COLOR starring
Leslie CARON • Michael WILDING
An M-G-M Picture
and THE MUSIC HALL'S GREAT
EASTER STAGE SHOW

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EXHIBITOR'S CORNER



Q. *WHO STRETCHES A DECORATING DOLLAR THE MOST?*

A. *RCA . . . because prices are way, way down* on beautiful, serviceable RCA Custom Loomed Carpet. It's the season's biggest "housekeeping" news . . . breaking just in time for sensational savings on that spring-fresh look RCA Custom Loomed Carpet can bring right inside your house. Behind the story, there's a very special RCA purchase from Thomas L. Leedom Company . . . three rich, all-wool Wilton carpet lines, each a full-pitch quality stand-out of nine wires per inch weave. These brand-new RCA Custom Loomed Carpets, in a wide assortment of smart colors, are closely loomed to keep their showplace looks through years of wear and cleaning. They're yours in three *new* RCA patterns—*Celebrity, Academy* and *Ovation*—plus many long-popular RCA designs.

Q. *Who has the amazing figures on RCA savings?*

A. *Your local independent RCA Theatre Supply Dealer.* But don't wait to see him. Quantities are limited . . . these price smashes can't last long. It's first come, first served. You'll be smart to contact your dealer today!

RCA

RADIO CORPORATION of AMERICA

THEATRE EQUIPMENT

CAMDEN, N. J.

Illinois TOA

(Continued from page 1)

board meeting at Starved Rock State Lodge, Ill., last week.

As described by a UTOI announcement, the project would work something like this: An exhibitor who believed he had a grievance would submit the problem in writing to the president of the Illinois unit who, in turn, would appoint a committee of exhibitors, none of whom would be associated with the complainant in any business affiliation. After a preliminary investigation to see if the complaint appeared to be warranted, the committee then would attempt to resolve the problem between exhibitor and distributor by conciliation.

Under the Allied proposal, as outlined at the St. Louis meeting, the plan would operate, roughly, as follows: If an exhibitor in a particular area has a complaint over a problem that he has not been able to resolve with a branch manager, he would call in his regional vice-president to meet with him and the branch manager involved. If the problem then cannot be worked out, a top Allied official and a top level home office sales representative would be called in for conferences in an effort to work out a solution.

UTOI Endorse EFFG, Approve Toll-TV Fight

The United Theatre Owners of Illinois voted to support the Committee Against Pay-As-You-See TV and also endorsed the Exhibitors Film Financial Group at a board meeting at LaSalle, Ill., according to a Theatre Owners of America press release.

The UTOI group, which convened at the Starved Rock State Lodge, also discussed plans to hold a state-wide rally in Peoria on April 18, to further acquaint exhibitors with the "serious threat posed by toll-TV. Alfred Starr, co-chairman of the anti-toll-TV committee, will address the rally, TOA said.

The UTOI membership, at the conclusion of its meeting, re-elected George Kerasotes of Springfield, as president; Edward Zorn of Pontiac, chairman of the board; Ralph Lawler of Peoria, vice-president; and Joseph Zikes of Waukegan, secretary-treasurer.

UK Showmen

(Continued from page 1)

mediately evolved emergency plans. Hundreds of extra posters were used on British Railways transport system; sandwich-board men and even a Town Crier patrolled the West End; public address systems and vans were used at all the big football games, and advertisements switched from the national to the suburban and weekly newspapers. Provincial and suburban newspapers are unaffected by the strike.

Paramount Pictures even produced their own four-page news sheet with showing times of the company's two pictures playing in the West End. 20th-Century Fox called all the company's Southern Region exploiteers to London for the premiere of "A Man Called Peter" and an extensive throw-away campaign was put into operation.

Paramount and Columbia were also hit by the newspapers being unable to report the Academy Award results. Only short announcements were made on the radio.

Ezell Expansion

(Continued from page 1)

are pending on five additional properties in the state.

Reporting to the board on improvements completed during 1954, Claude Ezell, president, revealed that the program cost in excess of $900,000. New 40x80-foot curved Fibreglass screens, new lamps and generators, CinemaScope, VistaVision and wide screen lenses and other improvements were provided for 19 of the company's 21 theatres, and 10 of the organization's theatres were equipped with stereophonic sound.

Equipped with Snack Bars

The report showed that seven new snack bars were built and three more are to be enlarged. New ramps and additional speakers were added in three drive-ins and three others are to be enlarged to bring the car capacity in all of the latter to over 1,000 cars each.

The Ezell operations are centered in 10 key Texas cities. Ezell pioneered drive-in theatres in Texas and was honored by Texas showmen last month on the occasion of his 50th anniversary in the industry.

Gulf States Meet

(Continued from page 1)

tee Against Toll TV, at the opening session of the Allied Theatre Owners of the Gulf States at the Edgewater Gulf Hotel.

Gordon made the statement that should the Federal Communications Commission approve the use of toll TV "there will not be more than 500 theatres capable of remaining in business." He urged all to contribute immediately to the toll TV campaign fund.

Greenblatt Talks of Product

Herbert H. Greenblatt, divisional sales manager of RKO Radio gave a resume on the forthcoming RKO product and assured the meeting of a greater flow of product from the company. In the immediate future, he said, RKO will release "Jet Pilot," "Son of Sinbad" and "The Conquerors."

Others attending the convention included Ruben Shor, national Allied president; Arthur C. Bromberg, Allied Artists; David Price, RKO Pictures; Charles Manley, Manley, Inc., and Burton Robbins, National Screen Service.

Leader of Mormons Endorses 'Peter'

Special to THE DAILY

SALT LAKE CITY, April 4.—In a virtually unprecedented action, president David O. McKay, of the Mormon Church, endorsed a motion picture during a general session of the church's semi-annual conference, now in progress here. The church leader announced from the pulpit of the Tabernacle a special showing of "A Man Called Peter" for the Ward and Stake Leaders of the Church. He called it a "deeply spiritual story of Dr. Peter Marshall," and recommended that all persons possible see it. His remarks concerning the picture were carried on television and radio stations throughout the West.

Code Pioneers

(Continued from page 1)

and pay tribute to the men whose work the code represents:

"To Martin Quigley, who conceived and wrote the document which is the Code; to Will H. Hays, whose support of Quigley's proposal brought acceptance from the industry; to Father Daniel Lord, whose aid and advice Quigley sought before presenting the Code to the industry; to Joseph I. Breen, who for 20 years gave the Production Code Administration the authority which made it effective; to Geoffrey Shurlock, now head of the code organization and from the beginning a prime factor in its administration; and to the leaders in the motion picture industry through whose efforts the code was made effective."

The action of the association board was taken at the regular monthly meeting of the organization held at its headquarters here.

High Court Rejects

(Continued from page 1)

the appeal on the legal technicality that the Illinois Supreme Court had not entered any final judgment in the case but had sent the case back to the lower court for further proceedings.

Charles Liebman had sought a permit to show "The Miracle" in Chicago, and this was refused. With the aid of the ACLU, he then brought suit challenging the constitutionality of the city ordinance which prohibits public exhibition of films without a police permit and which requires the police commissioner to determine if the film is either immoral or obscene.

A lower court found the Chicago film licensing system unconstitutional, but the Illinois Supreme Court held the system did not violate the Constitution. The Supreme Court did not pass on whether "The Miracle" is or is not "obscene," but merely said Chicago could deny a license to any picture found to be "obscene." The case then went back to the lower court for a decision as to whether "The Miracle" is "obscene," a point not passed on in the original lower court decision.

It was this fact that the High Court apparently used as the basis for denying the ACLU appeal right now. Justices Black, Douglas and Harlan apparently felt the case should be taken by the High Court despite the lack of the final judgment, though they did not announce the reasons for their dissent.

In its appeal, the ACLU had told the High Court that its recent actions on film censorship cases had left the censorship situation confused, and that it was now time for the court to say that all licensing or other prior restraint "is repugnant to the First and Fourteenth Amendments."

Lansburgh, Ramser Form Producing Unit

HOLLYWOOD, April 4.—Larry Lansburgh, independent shorts producer, and Harold C. Ramser, associate producer, have announced the formation of Lancer Productions, to produce both theatrical and television films.

HITS THE SPOT!



"There's no question about this one coming in for a big pay-off, with a powerful story that measures up to the calibre of its stars.

"There are moments when the audience will howl with laughter and other spots where director Karlson's bid for climactic punch can result in a situation that should freeze the roots of your hair.

"A choice bit of screen fare, which Columbia can consider a proud entry among this year's important playdates."

Motion Picture Daily

GINGER ROGERS • EDWARD G. ROBINSON



BRIAN KEITH

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NASHVILLE – Loew's Vendome • **INDIANAPOLIS** – Loew's Palace
PROVIDENCE – Strand • **CINCINNATI** – RKO Palace or Albee
SYRACUSE – Loew's State • **DAYTON** – RKO Keith's or Colonial
LOUISVILLE – U.A. and State • **MINNEAPOLIS** – RKO Orpheum
GRAND RAPIDS – RKO Regent • **CEDAR RAPIDS** – RKO Iowa
ST. LOUIS – Loew's State • **NEW HAVEN** – Loew's Poli
LOWELL – RKO Keith's • **MARSHALLTOWN** – RKO Orpheum
MERIDEN – Loew's Palace • **DES MOINES** – RKO Orpheum
DAVENPORT – RKO Orpheum • **DUBUQUE** – RKO Orpheum
OMAHA – RKO Brandeis • **NEW ORLEANS** – RKO Orpheum
ST. PAUL – RKO Orpheum • **SIOUX CITY** – RKO Orpheum
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and MOVIE WORLD!



"TIGHT SPOT"

the 'sleeper' of the year! *from* Columbia!

Lopert-UA

(Continued from page 1)

son, Sir Cedric Hardwicke and Claire Bloom. Alec Clunes, Stanley Baker, Laurence Naismith, Norman Wooland, Mary Kerridge, Pamela Brown, Helen Haye, John Laurie and Esmond Knight are also starred.

"The Lucky Kid," a comedy in Eastman Color, was produced and directed by Sir Carol Reed. Adapted for the screen by Wolf Mankowitz from his novel, "A Kid for Two Farthings," the story presents Celia Johnson, Diana Dors, David Kossoff and Brenda De Banzie in top roles.

Moira Shearer Film

"The Man Who Loved Redheads" is a Technicolor musical starring Moira Shearer, with John Justin and Roland Culver. Gladys Cooper and Denholm Elliott are co-starred with Harry Andrews, Joan Benham and Moyra Fraser heading the featured cast.

In addition to the three films figuring in the new UA-Lopert distribution agreement, United Artists will release the Lopert Films production of "Summertime," a comedy starring Katharine Hepburn and Rossano Brazzi.

20th Accumulates

(Continued from page 1)

shooting. The research director said that no date for the demonstration had been set as yet.

Plans to shoot in wide-gauge film and then reducing to 35mm. were initially announced by 20th-Fox president Spyros P. Skouras, as exclusively reported in MOTION PICTURE DAILY. Skouras, at the time, said the project called for shooting in 55mm. However, Sponable yesterday said he and his staff were "looking over various sizes," adding that he could not "say what we'll wind up with."

In the past, 20th-Fox was known to have experimented extensively with 70mm. film.

'Bamboo'

(Continued from page 1)

picture. "We refused to delete anything," Goodman said. "We did not ask the board to reverse itself. Frankly, I wish they hadn't. We don't like censorship per se, and not the kind used on 'Bamboo Prison.'

"I believe we would have had the matter reversed in the lower court, but if not there, in the higher court. Now we have no law suit."

"The Bamboo Prison" will open at the Crosstown Theatre on Wednesday, Richard Lightman of the Malco Theatres announced this afternoon, immediately after the ban was lifted.

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THE motion picture and television executives responsible for the NBCoast-to-Coast airings of the "Oscar" awards, well deserve the acclaim of the press and John Q. Public for the smooth and efficient show presented under difficult circumstances. The ad-libs of the nervous winners, the remarkable patter by Bob Hope, the scintillating and buoyant Bing Crosby, the calm and capable emceeing in New York by Conrad Nagel and Thelma Ritter and the selections, prompt us to add our own, "well done—congratulations." . . . MCA-TV Films, 7-Up, United Air Lines and J. Walter Thompson will host a junket tonight aboard a DC7B Airliner which will fly a group of newshawks over New York City and Atlantic City during which a preview of a new series of 30-minute telefilms, "Soldier of Fortune" will be held. Produced by Prevue Productions and co-starring John Russell and Chick Chandler, the half-hour adventure pix has been skedded in 120 cities with WABC-TV teeing off this Saturday at 6:00 P.M. . . . Having completed five of the 39 half-hour "Blondie" teleseries, Hal LeRoy arrived in Gotham for a short vacation. Pamela Britton, featured in "Guys & Dolls" and "Oklahoma," co-stars with Hal in the series directed by Abby Berlin who directed the original Columbia Pictures version some few years ago. P & G will sponsor the package TVia NBC.

☆ ☆ ☆

Claudette Colbert, who'll star in "Private Worlds," Thursday (8:30-9:30 P.M.) on "Climax" over CBS-TV, has been selected to play the title role in yet another "Climax" program, "The Deliverance of Sister Cecelia," CBSkedded for May 19. . . . The more than 26,000,000 golf addicts in the United States and Canada are in for a treat now that the initial 13 quarter-hour "Jimmy Demaret Show" telefilms have been sold to 39 stations in the two countries. Superbly photographed in color, produced by J. Milton Salzburg for Award Television Corp. and extremely well scripted by Bob Brumby, the fine instruction on the finer points of the game by the Master Golfer, is aided and abetted in great fashion by Bob Hope, Bing Crosby, Ted Williams, Sammy Snead, Bobby Jones, Louise Suggs and others. . . . New products in the Altec Lansing line of sound equipment and high fidelity will be revealed to the industry immediately following a three-day company meet at Las Vegas starting Tuesday, April 19. . . . Film producer Anthony Z. Landi has trekked East to become veep at Parsonnet & Wheeler, Inc. . . . Donald Buka and Beryl Berney, who met in Italy where Du Mont's "Conrad Nagel Theatre" telefilms were shot, will harmonize an "I do-et" in June.



Claudette Colbert

☆ ☆ ☆

Max Liebman has added baritone Jack Russell to his NBColorcast Saturday of "The Merry Widow," which features an all-star cast including Anne Jeffreys, Brian Sullivan, Helena Bliss, Edward Everett Horton, John Conte, Bambi Linn & Rod Alexander, Beatrice Kraft and Charles Sanford's Orchestra. Howcome TV execs don't latch onto Russell for a show of his own? Lad ONLY has looks, talent, vocal pipes and personality. . . . Alan Sands' interesting and entertaining five-minute strip, "It's Your Baby," heard daily at 12:05 on WOR and sponsored by Diaperwite and Kanana Banana Flakes, is catching on (as it should be). Same sponsors have bought it for WGN (Chicago). . . . Dr. Frances Horwich, "Miss Frances" of television's sensational NBChildren series, "Ding Dong School," will visit Memphis April 15 to present a replica of her famous school bell to that city's new public library.

☆ ☆ ☆

Abby Greshler will leave Hollywood for New York next week with a color print of "Johnny and the Gaucho," written by Parke Levy with music by Vincente Gomez, starring Senor Wences, directed by William Cameron Menzies and produced for NBC-TV. Our Coast spy advises us that it all adds up to great family entertainment. . . . Broker Howard E. Stark negotiated the sale of the largest community antenna system in the country, serving 6,000 families in Williamsport, Pa. The purchase by Clive Runnels, Jr., and fellow townsmen of Houston, Tex., in association with the Williamsport Jerrold TV Cable Corp. (a J. H. Whitney & Co. partner) furnishes North Central Penn. TViewers choice of five channels.

S. E. Festival

(Continued from page 1)

meeting, to be held May 15-17 at the Biltmore Hotel here. In conjunction with the drive, film companies are slated to hold premieres of three or more big productions in the states of Alabama, Florida and Georgia. In addition, delegations of talent from Hollywood are expected to make personal appearances in the Southeast.

The May 15-17 Atlanta meeting launching the campaign is expected to draw one of the largest contingent of exhibitors and distributors ever to meet in this area.

Marion Tax

(Continued from page 1)

Selected Theatres Co., Cleveland, said the house would close June 1.

Don Quaintance, chairman of the finance committee of Marion city council, said about $6,000 per year had been collected from Marion theatres. Other amusements brought the total up to $20,000 annually. The tax has been in effect since 1947.

Rairdon said the theatres could be considered as paying the tax since admissions were not increased when the tax was imposed.

Senate Unit to Study TV's Effect on Crime

WASHINGTON, April 4. — Sen. Estes Kefauver (D., Tenn.), chairman of a senate judiciary committee studying juvenile delinquency, today said his group would hold hearings on Wednesday and Thursday on the effect of TV crime and horror shows in promoting juvenile delinquency.

Witnesses will include Harold E. Fellows, head of the National Association of Radio and Television Broadcasters; Federal Communications Commission member Frieda Hennock, and Dallas Smythe, University of Illinois economist recently retained by the Exhibitors Committee against Subscription Television.

Selznick's First To Be 'Accident'

The Selznick Company, Inc., has completed negotiations for a new novel by Dexter Masters, "The Accident," as the vehicle for the return to personal production of David O. Selznick. Work on the adaptation has begun for a late summer filming in Hollywood with Masters collaborating on the screen play.

Selznick decided upon "The Accident" from the galleys of the novel, as he did in the cases of "Gone With the Wind" and "Rebecca." The book will be published later this month by Alfred A. Knopf. It deals with the work, personal life and love story of a young scientist.

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All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 77. NO. 67 NEW YORK, U.S.A., WEDNESDAY, APRIL 6, 1955 TEN CENTS

In N.Y. Thursday

MPAA Sales Head Group To Meet Here

Film Libraries, Service Theatres on Agenda

The sales managers committee of the Motion Picture Association of America will meet here tomorrow morning at the Paramount Pictures board room to discuss industry matters, it was announced yesterday by chairman Morey (Razz) Goldstein, vice-president and general sales manager for Allied Artists.

High on the agenda of the meeting, Goldstein said, will be his report on the recent meetings with Department of Defense for military exhibition, the augmentation or replenishment of the children's film library and other in-

(*Continued on page* 5)

City Censors Unlikely: Wile

Special to THE DAILY

COLUMBUS, April 5. — Rumors that some Ohio cities may enact municipal censorship if the state fails to pass a new censorship law were discounted by Robert Wile, secretary of the Independent Theatre Owners of Ohio, as a judiciary subcommittee of the House of Reprsentatives concluded hearings on the proposed laws.

"If the state decides it cannot write a constitutional censorship law, no city could do so either," said Wile.

Wile presented letters opposing censorship from Judge Don J. Young, Jr., Huron County probate and juve-

(*Continued on page* 5)

TESMA, IPA Sign For Chicago Show

Theatre Equipment and Supply Manufacturers Association and the International Popcorn Association have signed for participation in the Trade Show to be held at the Hotel Morrison, Chicago, Nov. 6 to 9. Signing of the two organizations brings to four the number of great organizations which will be represented, the others being Allied Theatres of Illinois and Theatre Equipment Dealers Association.

Two hundred and forty-four booth

(*Continued on page* 5)

Hillside Case Set For May; To Test Federal Price Act

The Hillside Amusement Co. case against Warner theatres in New Jersey over alleged "price discrimination" has been placed on the calendar for the first week of May in the Circuit Court of Appeals, Second Circuit, of New York.

The action is considered of major importance because it seeks to test the application of the Robinson-Patman Act to motion picture rentals. The plaintiffs charged that the Mayfair Theatre, Hillside, N. J., was forced to pay higher film terms for product that those required of Warner and other competitive theatres. The Robinson-Patman Act prohibits the discrimination of prices on commodities. The Hillside company will seek to prove that the Act can be applied to film prices.

The suit is said to be the first test of the Act in the history of motion picture litigation. The action was dismissed in a lower court last year and the plaintiffs filed an appeal.

Broidy, Tour Ended, Praised by Rhoden

From THE DAILY Bureau

HOLLYWOOD, April 5.—Back in his company's corporate home-town for his 14th meeting with exhibitors during a three-week tour of the continent, Steve Broidy, president of Allied Artists, summed up in rounded, resonant eloquence his stimulating story of AA's emergence as what National Theatres president Elmer C.

(*Continued on page* 5)

Stockholders Told

REPUBLIC MAY QUIT THEATRICAL FIELD

Yates Hints Company May Devote Its Full Time to TV Unless It Can Get Better Terms

By MURRAY HOROWITZ

The possibility of Republic Pictures ceasing production and distribution of theatrical motion pictures was raised here yesterday by Herbert J. Yates, Republic president, in a statement at the company's annual stockholders meeting.

Yates, in making the announcement that management was weighing such a move, added that the company would continue doing business in the television field and maintain the operation of its print processing plants.



Herbert Yates

The Republic president, claiming that his announcement was "no secret" to the trade, explained that he had talked to the presidents of the four top circuits in the country, telling them that if Republic does not get

(*Continued on page* 4)

Rep. Facing Proxy Fight

Plans to form a proxy stockholders committee to remove the present management of Republic Pictures were announced here yesterday by Harold Weill, of the New York law firm of Leon, Weill & Mahoney.

Weill made the announcement following Republic's stockholders meeting, which he attended. Weill, who said that he had been a director of United Artists in 1950, said that he had received many calls from dissident stockholders after the meeting. He added that as of yesterday afternoon the dissident stockholders who expressed their views to him represented between 200,000 to 300,000 shares.

Weill expressed hope that industrialist B. E. Smith would join the stockholders committee. He previously mentioned Hy Chalif, a former UA

(*Continued on page* 4)

Starr, Martin To Ill. UTO

Special to THE DAILY

PEORIA, Ill., April 5. — Alfred Starr, co-chairman of the Committee Against Pay-As-You-See TV, and E. D. Martin, president of the Theatre Owners of America, will be the principal speakers at a state-wide exhibitor rally which the United Theatre Owners of Illinois will hold at the Pere Marquette Hotel here on April 19.

George Kerasotes, UTOI president,

(*Continued on page* 5)

'Just a Scheme,' He Says

Toll TV 'Parlor Box Office,' Starr Warns Carolinians

Special to THE DAILY

CHARLOTTE, April 5.—Subscription television is "just a scheme to put a box office in your parlor," Alfred Starr today told delegates to a special meeting of the Theatre Owners of North and South Carolina. "If the Federal Communications Commission goes along with the requests of patent holders," said the Nashville exhibitor and former president of Theatre Owners of America, "you will pay for everything you see; you will be in the slot machine business right in your own homes. You will even have to pay for the meter boxes in which you drop your coins."

Starr, in pointing out that he was acting in the national interest in voic-

(*Continued on page* 5)

Set National Body For Walsh Dinner

Formation of a national committee for the N. Y. Variety Club's second annual Heart Award dinner, honoring Richard Walsh, in the Hotel Waldorf Astoria on May 2, was announced by chief backer William German. Ger-

(*Continued on page* 5)

Producing Overseas Hit by Film Council

From THE DAILY Bureau

HOLLYWOOD, April 5. — The AFL Film Council, at its weekly meeting today resumed its castigation of "runaway production" by voting a resolution calling on all producers associations to "discuss all future plans for productions in foreign countries."

(*Continued on page* 5)

Personal Mention

LOUIS ASTOR, Columbia Pictures sales executive, left here yesterday for Los Angeles and Denver.

•

ARTHUR C. BROMBERG, president of Allied Artists Southern Exchanges, has returned to his home in Bayou La Batre, Ala., following surgery in Atlanta.

•

WILLIAM H. CLARK, treasurer of RKO Radio Pictures, will return to New York with MRS. CLARK today from a vacation motor trip to Florida.

•

DORIS DAY and her husband, MARTY MELCHER, with their son, TERRY, will sail from New York for England today aboard the "Queen Elizabeth."

•

ANTHONY SCAVATTO, of the East Hartford Family Drive-in, South Windsor, Conn., has returned there from Phoenix, Ariz.

•

WALTER TEBBETTS, pioneer Northwest exhibitor, has arrived in New York with MRS. TEBBETTS from Oregon.

•

BARRY FITZGERALD will sail from here aboard the "Vulcania" today for Cannes.

•

PAUL ROTHA, British documentary producer, has arrived in New York from England.

Johnston to Spokane For a Week's Stay

WASHINGTON, April 5.—Motion Picture Association president Eric Johnston left last night for his home in Spokane, where he'll spend the week.

Johnston will be back here this week-end. He will not go to Hollywood this trip, but will probably visit Hollywood later this month or early next month, according to MPAA officials. He hasn't been there since last October. Another trip to the Near East as the President's personal ambassador is still possible, but this won't take place before mid-May, it was indicated.

Lasher Services Today

HOLLYWOOD, April 5.—Funeral services will be held tomorrow, in Hollywood Cemetery, for Peter Lasher, 72, who started in exhibition here 40 years ago when he opened the Portal Theatre in downtown Los Angeles. The deceased had been associated for the past 20 years with the Eastland Theatre Circuit. His widow and two daughters survive.

Rabbi Gup, 61

COLUMBUS, O., April 5.—Rabbi Samuel Gup, 61, former rabbi of Temple Israel, died in University Hospital here. He was a former chaplain of the Columbus Variety Club and a member of the advisory council of the Ohio film censor board.

Report Heavy U. K. Booking For Commercial Television

By WILLIAM PAY

LONDON, April 5. — Associated Broadcasting Company and Associated Rediffusion — two of the companies appointed as program contractors on the Independent Television Authority's commercial network — report capacity bookings for air-time following publication of their rates.

Captain T. N. Brownrigg, general manager of Associated Rediffusion reports: "Within two weeks of our rate-card having been issued, commercial time to the value of more than £1,000,000 has already been bought." He added, "it is quite clear that speaking generally, we shall shortly be fully booked at least for the first three months' transmissions."

Norman Collins of the Associated Broadcasting Company also revealed this week that London Sunday program bookings already exceed the quota. Saturday bookings for London are already so heavy that disappointment for some advertisers is inevitable.

Associated Broadcasting Company is responsible for the week-end programs on the London transmitter and for Monday to Friday each week from Birmingham. The company has a peak viewing rate of £1,000 a minute in London, with prices scaled down to £350 a minute at other times.

Associated Rediffusion will operate the London transmitter from Monday to Friday each week and has fixed a basic rate of £650 a minute which will be adjusted up to £975 for top-viewing hours and down to £195 for less popular times.

These heavy early bookings indicate a strong start for commercial TV in Britain next September.

New Trade Envoy For British Films

From THE DAILY Bureau

LONDON, April 5.—William Moffat has been appointed a director of the British Commonwealth Film Corporation—a co-operative organization representing a group of major British producers in overseas markets.

Moffat recently returned to this country from a visit to Japan on behalf of B.C.F.C. to survey the prospects for British films. He has now returned to Tokyo and replaces Lewis Bush, representative in Japan. Moffat severed a long association with Associated British-Pathe five years ago when he resigned as managing director.

No U.K. Change Expected

His appointment coincides with a report this week that the Japanese Finance Minister had reduced film remittances to dollar and open account countries. But no change was expected in the percentage remitted to the U.K. and other sterling countries. This remains at 25 per cent.

Dollar and open accounts were lowered from 25 to 24 percent and 20 to 18.3 percent respectively. This means that nine U.S. major companies will receive roughly $400,000 less during the current fiscal year.

Paramount Settles 'Millionaire' Claim

Paramount Pictures and Don Fedderson Productions, producer of the TV series, "The Millionaire," have announced that a settlement agreement has been worked out with respect to Paramount's claim that "The Millionaire" is similar to its motion picture, "If I Had A Million."

Although neither party made any admissions, in addition to a consideration, Paramount received from Don Fedderson Productions an option on the making of a motion picture to be titled "The Millionaire," based on the current television program.

Spiegel to Represent U.S. at Cannes Meet

Marc M. Spiegel, Motion Picture Association of America's Continental manager, will represent the association at the Cannes Film Festival which begins on April 15, it was announced here by Eric Johnston, MPAA president.

Johnston, himself, is unable to attend the festival owing to previous commitments.

In addition to United Artists' "Marty" and Paramount's "The Country Girl," which have been nominated by the MPAA's selection committee, the Cannes Film Festival committee itself invited Warner Brothers' "East of Eden" and M-G-M's "Bad Day at Black Rock" to be shown during the exhibition. If the French authorities waive the music rights in "Carmen Jones," the festival's committee will extend an invitation to 20th Century-Fox to enter the Otto Preminger CinemaScope production in the competition.

Godfrey to Devote Program to 'Air'

Arthur Godfrey, reportedly for the first time in his career, will devote a full-hour program to the world premiere of a motion picture. The occasion is the opening of Paramount's "Strategic Air Command" at the Paramount Theatre here on April 20.

The "Arthur Godfrey and His Friends," CBS-TV (Channel 2) coast-to-coast network program 8 to 9 P.M. E.S.T., will present the premiere festivities with James Stewart, starred in the film with June Allyson, highlighting the Godfrey proceedings.

Godfrey will conduct the first part of the program from CBS Television Studio No. 50. Stewart will be interviewed about "Strategic Air Command."

Stewart and Godfrey will then be rushed to the Paramount Theatre for the rest of the program.

News Roundup

Silliphant Active

Stirling Silliphant, former Eastern publicity manager for 20th-Fox, has sold his original screenplay, "Huk!", to Popular Library which will publish it as a novel. Silliphant plans to produce the story independently in the Philippines this summer with John Barnwell. Last month, Silliphant sold his novel, "Maracaibo," to Universal.

■

Anti-DST Bill in Missouri

A bill has been introduced into the Missouri legislature at Jefferson City to outlaw daylight saving time. The 11-word bill says: "Central Standard Time shall be the only time in this state." The St. Louis area is the only section in Missouri to go on daylight saving time.

■

Acquires 'The Bed'

Kingsley International Pictures has acquired distribution rights for the United States to "The Bed," it was announced by Edward L. Kingsley. The Italo-Franco co-production has a cast including Richard Todd, Martine Carol, Dawn Addams and Vittorio de Sica.

■

Canadian Festival

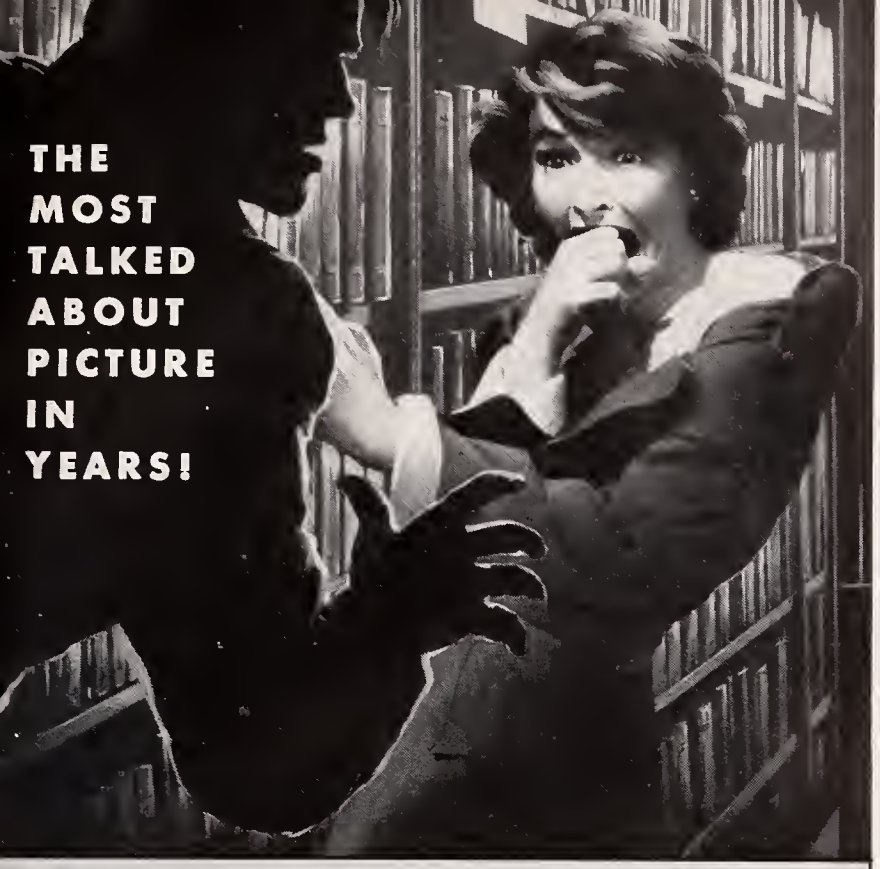
"Morning After Murder," short story by Lindsay John Hardy, published in the January "Cosmopolitan" magazine, has been bought by Dudley Pictures. L. P. Bachmann is now preparing the film script. The picture, using Vistarama and Eastmancolor, will go into production in Rome in July.

'Long John' Contest

Some 400 theatres in New York will join in the promotion of "Long John Silver," which opens at the Mayfair Theatre here today, by distributing over 3,000,000 "treasure" keys, some of which will open locks at Macy's Department store and, in turn, awarding merchandise to the key holders.



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M-G-M presents

"BLACKBOARD JUNGLE"

Starring

GLENN FORD

ANNE FRANCIS · LOUIS CALHERN

with MARGARET HAYES

Screen Play by RICHARD BROOKS

Based On the Novel by EVAN HUNTER

Directed by RICHARD BROOKS · Produced by PANDRO S. BERMAN

(AVAILABLE IN PERSPECTA STEREOPHONIC OR 1-CHANNEL SOUND)

SENSATION OF THE NATION!

IN PHILADELPHIA: "A real shocker . . . Should have the whole town talking." —*Daily News*

IN NEW YORK: "Bound to be one of the most widely discussed pictures of the year! A picture you won't soon forget!" —*Journal-American*

IN BOSTON: "Powerful . . . Authentic . . . One of the most arresting films of the year." —*Globe*

IN SAN FRANCISCO: "Packs dramatic punch . . . Tropical and timely drama." —*Examiner*

IN CLEVELAND: "Great . . . You will be moved as you rarely have been moved." —*News*

NATIONALLY: "Shocking and unforgettable" says *Walter Winchell,* (*Syndicated Columnist, Radio-TV Commentator*)

"BLACKBOARD EXPLODES ACROSS AMERICA!

BOSTON BOFF! *(Held! 3rd Week!)*

STATE—BEST IN A YEAR!
ORPHEUM—TOPS EXCEPT "KNIGHTS OF ROUND TABLE" AND NEW YEARS

CLEVELAND WOW! *(Held! 3rd Week!)*

SENSATIONAL IN SPITE OF SNOW AND RADIO "STAY HOME" WARNINGS!

FRISCO WHAM! *(Held! 3rd Week!)*

EQUALS HAPPY NEW YEAR BIZ!

PHILLY PHENOM! *(Held! 3rd Week!)*

BEATS "MOGAMBO" FOR ALL-TIME HOUSE RECORD!

NEW YORK TOPS! *(3rd Week of Extended Run!)*

BIGGEST IN 6 YEARS AT STATE, N. Y.

PRESS-TIME FLASH!

New Brunswick, Trenton Terrific, Held Over!
Every New Opening Proves It's Sure-Fire!

Proxy Fight

(Continued from page 1)

director, and William Zimmerman, formerly a vice-president of RKO Pictures, both presently associated with his law firm, as probable members of the proxy committee.

Wants to Stay in Field

Asked what he thought of the possibility of Republic getting out of the theatrical film business, Weill responded that "nothing could be worse." Motion picture people who can run the company should be secured, he declared. The purpose of the committee, he declared, would be to unseat management led by president Herbert J. Yates and to conduct an independent audit of the company's books.

One of the 14 directors of the company, Bernard E. Smith, Jr., a son of industrialist B. E. Smith, said he would give the move to join the dissident stockholders committee "serious consideration." Director Smith, a partner in the New York Stock Exchange firm of LaMorte, Maloney & Co., said he did not favor the withdrawal of Republic Pictures from the theatrical film field.

Sees Committee Needed

Smith, who identified himself as the only director not management-proposed, expressed "shock" at some of the allegations made at the stockholders meeting which he attended. He said Yates should have allayed stockholder fears by appointing a stockholders committee, as proposed by Weill, to investigate present management and to audit the books. Smith also expressed concern over a minority stockholder suit charging mismanagement to Yates and the company's board of directors.

Brook Says 'Scope Has Its Restrictions

Recognizing that CinemaScope has been a terrific "shot in the arm" to the industry, Richard Brook, director-writer for Metro-Goldwyn-Mayer, declared here yesterday that "the introduction of the medium necessitated the establishment of a new set of fundamentals for motion picture production."

CinemaScope has certain dramatic restrictions, the director of "Blackboard Jungle," "Take The High Ground" and "The Last Time I Saw Paris" said.

"For one, you can't use CinemaScope without a two-inch photographic lens," Brook said, prior to departing for Europe where he will meet with producer Pandro Berman concerning the forthcoming production of "Something of Value." Brook's next film is "The Last Hunt" which will be made in CinemaScope and Eastman color with Robert Taylor and Stewart Granger.

Says Speed Brings Blur

"If an actor moves too fast in a CinemaScope film, it is recorded on film as a blur," Brook said. "The color will also bleed because of the fast movement on the part of a performer," he said.

The utilization of the medium in outdoor films is a distinct advantage when panning side-to-side, Brook said. "But to try to shoot up and down and come out with a good picture is something else," the M-G-M director said.

Republic May Quit Theatrical Field

(Continued from page 1)

more playing time and more money for its pictures, it may bow out of the theatrical market. Yates added, at this point, that Republic would make its decision within 60 days.

The stage for Yates' announcement was set by Richard W. Altschuler, a director and vice-president of the company, in addition to being president of Republic Pictures International Corp. Altschuler, in his short address, presented a bleak outlook for theatrical motion pictures, both in the U.S. and abroad.

Yates' statement punctuated what grew into a stormy stockholders meeting, attended by some 60 stockholders. The heat engendered spilled over after the meeting, with one of the company's directors, Bernard E. Smith, Jr., expressing open dissent with management, and attorney-stockholder Harold Weill, of the law firm of Leon, Weill & Mahoney, of this city, announced plans for the formation of a stockholders proxy committee to unseat management and obtain an independent audit of the firm's books. Details of the projected proxy committee and Smith's position against Yates' conduct of the meeting will be found in an accompanying article in this issue of Motion Picture Daily.

The board of directors met following the stockholders' session. The board was said to have discussed Yates' statement for one hour, without reaching any decision. Another meeting of the board was reported to have been set for next month, when the possibility of Republic pulling out of the motion picture theatrical business again will be reviewed.

However, one of the directors attending yesterday's board meeting described Yates as still "strong" for remaining in theatrical film production and distribution. The board reelected all officers, neglecting to name a replacement for Arthur Miller, who resigned as managing director of Consolidated Film Industries, a Republic subsidiary.

Weill Dissents

Altschuler's bleak forecast for the motion picture business was challenged by attorney-stockholder Weill, who maintained that every other producing company with the exception of Republic was doing very well.

Yates, in response, said that "we don't know how the books and records" of other film companies are kept. "I feel pretty sure," he continued, "that their profits had something to do with the separation of theatres," inferring that the profits of other film companies were an accounting profit. He said he had talked with the presidents of other studios and heads of circuits, maintaining that they all complained that the way business is today, it's difficult or impossible to make a profit.

In contrast to the theatrical film field, Yates drew a glowing picture of Republic's operations in TV. He said that in the past two years, Republic had realized $7,000,000 in the sale of its old films to TV. Another very profitable venture of the company, Yates continued, is the operation of its printing processing laboratories, both on the East and West coasts. Eight hundred thousand dollars has been spent to expand laboratory facilities on the West Coast and plans are under way to expand laboratory facilities in New York, Yates added.

One million dollars, Yates disclosed, was advanced by Music Corp. of America for the TV rights for Republic's old Gene Autry and Roy Rogers films. He estimated that the Autry and Rogers films will earn another $1,000,000 yearly for the next four years, to be paid by MCA for the TV rights.

Republic, he went on, has won the enthusiastic response of the TV industry on its completion of the TV series, titled, "Stories of Our Century." He mentioned three other TV series planned by Republic.

Yates, in outlining the position of the company, described 1955 as a year "of reconstruction for Republic." At this point, he said, he did not know what shape the reconstruction would take. Indications are, however, Yates continued, that before many months are over, "we'll stop making motion pictures for theatres and devote all of our time to television." But later Yates retreated from that position, stating that no decision on ceasing theatrical film production had been made.

Transition Would Be Gradual

If the decision is made that Republic get out of the theatrical film field, Yates said that "we'll do that on a gradual basis in order to keep our organization intact." He estimated a cut in costs of from 25 to 30 per cent in the event Republic ceases theatrical film operations. By the end of the year, Yates continued, in response to a stockholder's question, all talent contracts which Republic possesses will have expired. In the meantime, he added, Republic is not concluding any new talent contracts, but working on a per picture basis.

He said that Republic has no plans to give up its studio, no matter what decision is made, pointing out that the studio last year yielded $700,000 in rentals alone and could yield $1,000,000 yearly if solely rented to outside producers, besides "throwing millions of dollars" into Republic's laboratory facilities.

Yates, in explaining that the company writes off all of its pictures in 54 weeks, added that the Autry and Rogers films had been written off long ago. He went on to express his belief that they will have a revived theatrical market through their reappearance on television. In the last five or six years, he added, the old films of Autry and Rogers have earned close to $800,000 from theatrical releases.

Stockholders complained of not earning any dividends on common stock for the past 10 years. Weill called upon management to get some people in who know the motion picture business. Harold Isreal and a number of other stockholders spoke in defense of management.

A motion, made by Weill, that management set up an independent stockholders committee to probe the management of the company and hire an outside independent auditing firm to audit the books of the company was overwhelmingly defeated, the vote being over 1,300,000 against and 82,455 for. Industrialist B. E. Smith, whose son Bernard E. Smith, Jr., is on Republic's board of directors, voted for the motion. Smith, Sr., claimed to control 72,300 shares.

Reelected to the board of directors by an overwhelming majority were John Petrauskas, Jr., William M. Saal, Edwin Van Pelt and Douglas T. Yates. Catherine Bumblow, nominated to the board by minority stockholder W. R. Sweeny, received 400 votes compared to the 1,393,650 and more received by management nominees.

O'Connell Points to Loss

John O'Connell, president of Consolidated Molded Products Corp., a Republic subsidiary engaged in the plastic molding business, informed stockholders that last year his company suffered a loss of $50,000 on a volume of $4,250,000. Yates, who acted as chairman of the meeting, denied that the company afforded any special treatment, promotion, or monies to Republic star Vera Ralston, his wife. Stockholders were informed that the company owes Yates about $1,062,000 for loans and arrears on his salary.

William Salky, a stockholder who identified himself as a projectionist, called upon Republic Pictures to remain in the theatrical film business, maintaining that there is a need for the second feature.

The following officers were elected by the board: Yates, president; Walter L. Titus, Jr., Altschuler, Sidney P. Solow, O'Connell, vice-presidents; Petrauskas, treasurer; Joseph E. McMahon, secretary; Richard S. Rodgers and Harold Lange, assistant treasurers; Albert E. Schiller and Ira M. Johnson, assistant secretaries.

It was further announced following the board meeting that Yates expects to remain in New York for a ten-day period, during which time he will address the New York sales meeting, third in the current series of regional sessions. After that, it was announced that he will make a swing around the country, visiting important key cities for discussions with leading exhibitors, both independent and circuit.

Names Hughes, RKO In Stockholder Suit

WILMINGTON, Del., April 5.—Goldie Bodek of New York, a stockholder in RKO Pictures Corp., has requested the Delaware Court of Chancery to issue an injunction restraining Howard Hughes from selling RKO to the Atlas Corp. for more than $6 per share or else hold Hughes accountable to RKO for any excess he receives over that amount.

RKO, Hughes and other RKO directors were named as defendants.

Filmack Issues New 'Friendship' Book

CHICAGO, April 5. — A new pocket-size booklet called "Filmack's Friendly Chat" made its appearance here last week and is being mailed to customers and friends of the Filmack Trailer Co.

The first issue consists of eight pages between paper covers, filled with stories, anecdotes and rhymes. In a foreword, Irving Mack, Filmack president, terms the new publication a "magazet".

Illinois UTO

(Continued from page 1)

has called the meeting to alert theatremen on the impending crisis in regard to the application before the Federal Communications Commission to permit home subscription television showings of first-run motion pictures.

Starr, who is also chairman of the executive committee of TOA, will address the group on the serious threat posed by toll-TV. It is not known at this time whether a representative of the proponents of subscription television will also address the group on that topic.

Other Speakers Scheduled

Other speakers slated to address the UTOI rally will be David Wallerstein, of Balaban and Katz, who will speak on the relationship of television advertising to the motion picture theatres; Norman Pyle, M-G-M public relations executive who will speak on new methods of theatre exploitation, and Kerasotes, who will discuss the proposed state legislation and the new conciliation service of UTOI.

Also on the agenda of the meeting is a special preview screening and a cocktail party. Ralph Lawler, Peoria drive-in operator and new UTOI vice-president, is chairman of the meeting.

Walsh Dinner

(Continued from page 1)

man, who reecived the Heart Award in 1954, is chairman of the dinner committee.

In announcing the members of the national committee, German pointed out that the committee is still in formation and that several additional names will be added. Those who have agreed to serve are: Jack Cohn, Edward P. Curtis, Gus S. Eyssell, Alan E. Freedman, Y. Frank Freeman, Leonard H. Goldenson, Walter E. Green, Carl S. Hallauer, John H. Harris, J. Robert Hoff, George C. Hoover, Eric Johnston, Dr. Herbert T. Kalmus, Arthur B. Krim, E. J. Mannix, Fred C. Matthews, Thomas Mead, Milton R. Rackmil, Herman Robbins, Samuel Rosen, Dore Schary, Harold Sharp, John Shubert, Spyros P. Skouras, Caleb B. Stratton, H. M. Taliaferro, Paul H. Terry, Joseph R. Vogel, Harry M. Warner, James L. Wolcott and Marc J. Wolf.

'Parlor Box Office'

(Continued from page 1)

ing his warning, added: "I'll admit I have a selfish interest, but I'm glad that it coincides with that of my country. We are fighting those who wish to take free television and make the public pay for it. If the FCC decides in favor of these proposals it could cause a social revolution in America."

Starr was the principal speaker at today's session over which C. A. Dandelake of Tarboro, N. C., president of the Association, presided.

The afternoon session was devoted to theatre problems and relevant issues.

Goldstein Greets Press

Morey Goldstein, vice-president and general sales manager for Allied Artists, will meet with the trade press today at Toots Shor's Restaurant here to discuss his 14-city sales tour and other industry matters.

Broidy Greeted in Hollywood

(Continued from page 1)

Rhoden hailed as the "first new major company in 25 years."

Rhoden, who described himself as the oldest franchise holder in AA's history, having joined when the organization was called Rayart Pictures, Inc., 31 years ago, introduced Broidy to 150 exhibitors, representing more than 400 theatres, who assembled for luncheon in the Embassy Room, Ambassador Hotel, after viewing "Annapolis Story" and "Shotgun" during the morning.

Metropolitan Theatres president Sherrill C. Corwin, who introduced Rhoden, paid tribute to Broidy as a "man who understands our problems as few do," and declared that the pictures viewed "in my opinion spell box office."

McCarthy in Chair

Local AA manager F. J. A. McCarthy presided at the meeting.

Broidy traced for his listeners trade developments which, he said, have prompted AA to allocate $25,000,000 for the production of major attractions during the next 18 months, and added, "we can shorten that period, or expand it, depending on support we get from theatres."

Re-stating major points scored in previous meetings, and reported in these columns, Broidy wound up his talk by saying "the support you gave us in the past kept us alive; it might very well be the support you give us now that may help to keep you alive."

Broidy told exhibitors, at one point, "production and exhibition should be closer together. They are natural partners in the film industry—each one needs the other vitally. They should work more closely together, and get distribution out of the middle."

Lauds Goldstein, Flinn

At the same time he credited the AA sales division under Morey Goldstein with advancing the company to the point where a major status could be undertaken.

Similarly he credited the publicity-advertising department under John C. Flinn with participating vitally in the company's economic progress.

Film Council

(Continued from page 1)

with the council's foreign production committee in advance.

The preamble to the resolution says it "is not directed against legitimate foreign local pictures but is directed against runaway productions in which American producers and other American interests make pictures in other countries in order to escape paying American wages, even to the fantastic extent of making in foreign countries pictures with locales laid in United States."

Appeals to Associations

The resolution calls on Association of Motion Picture Producers, the Society of Independent Motion Picture Producers and the Independent Motion Picture Producers Association and their members to discuss plans for foreign productions "well in advance of the start of production" and "to agree not to make pictures in foreign countries in order to escape paying American wages to American workers" and "in those instances where authentic foreign locales can be obtained only by making part or all of the picture abroad, the producer agrees to take with him a larger crew of American workers than is presently the case."

Action Suggested

The resolution provides that in the event an American producer refuses to cooperate with the council committee as requested, the council will "recommend to its member unions that they consider ways and means of withholding service from such runaway productions."

MPAA Sales Group

(Continued from page 1)

dustry problems on which talks may arise.

It was learned that exhibitors are starting to avail themselves of the children's film library because of a realization that youngsters are the customers of tomorrow. The library at present consists of motion pictures with specific appeal to children.

City Censorship

(Continued from page 1)

nile jurist, and Oliver Schroeder, Jr., associate professor of constitutional law, Western Reserve University. Both said obscenity can be punished by the existing or strengthened penal laws.

John Harlor, Columbus attorney representing the Motion Picture Association of America, will submit briefs to the subcommittee outlining recent court decisions affecting censorship.

Statements favoring censorship were read by reprsentatives of Ohio Council of Churches and Ohio Association of School Principals.

TESMA-IPA

(Continued from page 1)

spaces will be sold at the Hotel Morrison, with 136 on the first floor of the hotel, which will house displays and exhibitions of the new equipment, such as projectors, sound systems, CinemaScope improvements, horizontal VistaVision projectors, Todd AO so-called "all purpose" projectors, etc. Concessions exhibits numbering 108 will be shown on the third floor exhibition space. Private elevators will connect the floors.

'Sinbad' May 31

HOLLYWOOD, April 5.—Howard Hughes' "Son of Sinbad" will have its world premiere at the Fox Theatre, St. Louis, on May 31 and will be followed on June 1 with openings in between 350 and 400 theatres in the United States, it was announced by J. R. Grainger, president of RKO Radio Pictures.

Miss Hepburn Natasha

HOLLYWOOD, April 5.—A Ponti-Di Laurentiis spokesman today announced that Audrey Hepburn has been signed for the Natasha role in "War and Peace,'" which starts preparation in Rome in May for June shooting. Dino Di Laurentiis is due to arrive here on Monday to complete casting.

National Pre-Selling

"LIFE'S" review and pictorial story of "A Man Called Peter" appears on five pages of the April 4 issue. Mrs. Peter Marshall's biography, on which the picture was based, sold more than a million copies and was a best seller.

"Life" reports, "Now it is to be released in a sentimental though creditably artistic form as a movie which will certainly be even more successful."

An interesting parallel is made in the "Life" story with photos made of Doctor Marshall when he was pastor of the New York Avenue Presbyterian Church in Washington, and scenes from the 20th Century-Fox picture.

•

The "Woman's Home Companion's" April issue has a two-page full color pictorial story on Grace Kelly, Academy Award winning star of "The Country Girl." The text was written by Rosellen Callahan and Elizabeth Maderia.

•

"Look" has two striking color ads in the current issue on Columbia's "Three For the Show" and Paramount's "Run For Cover."

•

MGM's "The Glass Slipper," now playing at Radio City Music Hall, has been selected "picture of the month" for May by "Seventeen."

•

John O'Hara tells the readers of his column in the current issue of "Collier's" to be sure to see "Marty," a U.A. picture that will have its premiere at the Sutton Theatre in New York on April 11.

•

"American Weekly's" April 3 issue had a story on how Marilyn Monroe posed for twenty-four sheets and lobby cards for "The Seven Year Itch." The story is highlighted by a color photo of Marilyn that will very likely appear on all advertising for the 20th Century-Fox film.

•

A "Coronet" magazine story about the detective branch of the Royal Mounted Police inspired the U.A. picture, "A Bullet for Joey." It stars Edward G. Robinson and George Raft.

Harry Schroeder, who handles foreign distribution for Bob Savini, is the producer's representative for "A Bullet for Joey."

•

"Cosmopolitan's" citation awards for April are: best picture, "Interrupted Melody"; best comedy, "The Seven Little Foys"; best family film, "Lady and the Tramp"; best action film, "The Far Country."

•

"The Seven Little Foys," starring Bob Hope, will have a big Mother's Day tie-up with Page and Shaw Candy and "The Saturday Evening Post." Page and Shaw will run a full color page ad in the May 7 issue of the "Post" in which a photo of Bob Hope and "The Seven Little Foys" are prominently displayed.

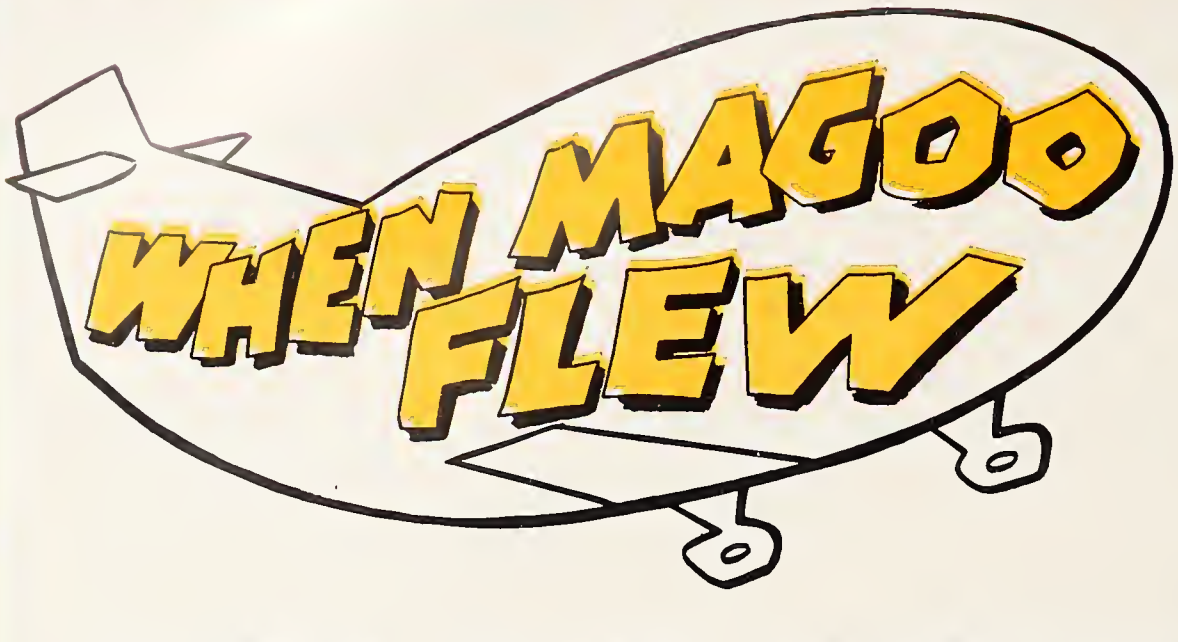
Page and Shaw is also supplying its distributors with 10,000 cutout reproductions of the ad for window and counter displays.

WALTER HAAS

ACADEMY AWARD WINNER!



THE FUNNIEST CARTOON CHARACTER OF THEM ALL!





VOTED BEST CARTOON SHORT SUBJECT OF THE YEAR!

UPA's *Greatest* IN

CINEMASCOPE

COLOR BY

TECHNICOLOR

A SPECIAL SHORT SUBJECT FROM *Columbia*

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 77. NO. 68 NEW YORK, U.S.A., THURSDAY, APRIL 7, 1955 TEN CENTS

First to Go?

Kansas State Censor Law May Be Out

Governor's Signature on Repealer Still Needed

Special to THE DAILY

TOPEKA, April 6.—Whether Kansas, one of the first states to establish a motion picture censor board, would be the first of the six states having such boards to abolish one, was up to the Governor here tonight.

The state legislature shortly before it adjourned last Saturday passed a law providing for the abolition of the board of review. The Governor has until midnight tonight to sign the law, thus making it effective.

Should he refrain from signing, the measure dies and the Kansas film censor board continues in business.

The board was established in 1917. It consists of three women members. Censor boards also operate in New York, Ohio, Maryland, Pennsylvania

(*Continued on page 3*)

Properly 'Spaced' 3-D Pictures Seen As Business 'Tonic'

If properly spaced, quality three-dimensional pictures can be a "healthy" box-office stimulant, according to Edward Hyman, executive of American Broadcasting - Paramount Theatres. Commenting on the engagements of Universal's "Return of the Creature" in 3-D in Detroit and Rochester, Hyman said that public reaction was "highly favorable" and that business was good.

There is a definite market for 3-D

(*Continued on page 3*)

Hollywood Is Vital to Int'l Accord: Martino

From THE DAILY Bureau

HOLLYWOOD, April 6.—The importance of Hollywood in international relations was strongly emphasized here today by Gaetano Martino, Foreign Minister of Italy, in a talk delivered at a Paramount studio luncheon given by the Association of Motion Picture Producers.

Martino, who was guest of honor at the luncheon, said, "The principal

(*Continued on page 7*)

Allied Artists Expects 50% Increase In Earnings After May 1: Goldstein

By LESTER DINOFF

Allied Artists expects to increase its earnings and billings beginning May 1 by at least 50 per cent, according to Morey (Razz) Goldstein, vice-president and general sales manager for AA, who recently returned from a 16-city tour of the country meeting exhibitors and seeking their support in securing playdates for company product.



Morey Goldstein

Speaking at a trade press luncheon at Toots Shor's Restaurant here yesterday, Goldstein, an industry veteran with 34 years of experience, also discussed AA plans to

(*Continued on page 6*)

Seek Conformance With the TV Code, NARTB Asserts

From THE DAILY Bureau

WASHINGTON, April 6 — The National Association of Radio and Television Broadcasters is making a major effort to acquaint producers and distributors of films for television with the rules of the television code, a Congressional subcommittee was told.

Edward H. Bronson, director of the NARTB's television code section, testified before a Senate Judiciary Subcommittee studying the effect of TV crime and horror programs in stimulating juvenile delinquency. He said nearly 140 film producers and distributors had been contacted by the NARTB, and "we feel the producers and distributors of film are more conscious of the need for code conformance in the preparation and presentation of their product."

Bronson also told the subcommittee about the clause recommended by the NARTB for all film-buying contracts,

(*Continued on page 7*)

To Review EFFG Progress Here Today

Exhibitor leaders of the Theatre Owners of America will meet here today in a special meeting to discuss pertinent industry problems and review and report on Exhibitor Film Financial Group progress in securing support from theatremen in underwriting film production.

Some sort of an agenda for the meeting was believed drawn up late

(*Continued on page 7*)

Oppose Hint of Quitting

Exhibitor Leaders Frown On Republic 'Bowing Out'

By MURRAY HOROWITZ

"It would be deplorable" if Republic Pictures ceased production of theatrical motion pictures, Si Fabian, president of Stanley Warner, declared here yesterday.



Si Fabian

Fabian and other exhibition leaders were asked for their reaction on the assertion of Herbert J. Yates, Republic president, that Republic may quit the theatrical film field. Yates said a decision on the issue would be made within the next 60 days, adding that Republic may devote all of its energies for the TV field and the operation of its print processing laboratories.

The SW president, saying that it would be a shame if Republic went out of the theatrical film business, declared that in his opinion the motion picture industry is on the threshold of "the greatest era" of business it ever had. There is no reason to be pessimistic, he added.

The solution for Republic, Fabian continued, would "perhaps be a new approach" to motion picture production. The SW president, asked if he had conferred with Yates recently, replied that he had not seen Yates in six

(*Continued on page 7*)

'Personal' View

Goldstein Has High Hopes for Round-Table

Says Arbitration Crisis Need Not Rule It Out

In the event of a stalemate on arbitration, there is no reason why the proposed industry round-table conference cannot be called, in the opinion of Morey Goldstein, chairman of the sales managers committee of the Motion Picture Association of America.

Goldstein, in making the statement, made it clear that he was speaking personally and not as chairman of the MPAA distribution committee. Goldstein also clearly indicated that no such stalemate had been reached, declaring that there remain only one or two points to clear up in the proposed arbitration draft.

The sales managers committee chairman reiterated that distribution emphatically feels that there should be agreement on arbitration before the proposed round-table conference is

(*Continued on page 6*)

'Protective' Group Formed Here by Rep. Stockholders

The formation of a Republic Pictures stockholders' protective committee "to make . . . (the company) a profitable producer of motion picture films for the theatre and TV" was announced here yesterday by Bernard Smith, Jr., a dissident director of Republic Pictures.

Smith, who openly broke ranks with the leadership of president Herbert J. Yates at Tuesday's stockholders meeting here, listed the other following

(*Continued on page 7*)

Report TV Nips B.O. in Canada

Television in Canada was said here yesterday to be making inroads at the box-office in Quebec and the Vancouver regions, according to Douglas Rosen, general manager of International Films and Allied Artists of Canada.

Rosen, who attended yesterday's trade press luncheon given by Morey Goldstein, AA sales manager, said,

(*Continued on page 3*)

Personal Mention

ALFRED STARR, co-chairman of the Committee Against Pay-As-You-See TV, arrived in New York yesterday from Charlotte, N. C.

•

HARRY F. SHAW, division manager for Loew's Poli-New England Theatres in New Haven, has left there with MRS. SHAW for a South American cruise.

•

SEYMOUR I. FEIG, manager of the RKO Radio competitive bidding department, was sworn in yesterday to the New York State Bar.

•

JACK GOLDBERG, resident manager for Metro in Albany, N. Y., will leave there with MRS. GOLDBERG on May 3 for a vacation in California.

•

JOSEPH PASTERNAK, producer, has arrived in New York from Havana and will leave here at the end of the week for Hollywood.

•

EMERY AUSTIN, M-G-M exploitation head, was in Albany this week from New York.

•

JOHN MCGRAIL, of the Universal-International exploitation department, is in Hartford from New York.

•

BRYAN ADAMS, branch manager for United Artists in Atlanta, has returned there from Jacksonville.

•

BRIAN MICHIE, British talent agent, left here yesterday for London via B.O.A.C. Monarch.

•

JACK BYRNE, M-G-M Eastern division sales manager, was in Albany, N. Y., from here.

•

JOSEPH KAUFMAN, producer, is in New York from Hollywood.

•

MYRNA LOY left here yesterday via B.O.A.C. Bahamian for Nassau.

Austin Celebrates Cagney's Arrival

AUSTIN, Tex., April 6—A city-wide celebration marked the arrival of James Cagney in the state capital yesterday for the world premiere at the Paramount Theatre of Paramount's "Run For Cover," Cagney starring vehicle, which coincides with the actor's 25th anniversary in motion pictures.

A principal event of the day was a luncheon for the actor at the Austin Club of the Commodore Perry Hotel where Gov. Allan Shivers presented to him a plaque commemorating his 25 years before the cameras. The governor, himself appearing in a forthcoming Paramount film, "Lucy Gallant," saluted Cagney before the audience of newsmen and local dignitaries on the state-wide premiere of "Run For Cover," Western epic in VistaVision. The picture this week opens successively in Austin, San Antonio, Houston, Dallas and Fort Worth, with Cagney making personal appearances in each locality.

Film Stock Deals Revealed by SEC

From THE DAILY Bureau

WASHINGTON, April 6.—Sol A. Schwartz bought 1,000 shares of RKO Theatres common stock in February and William F. Whitman bought 500 shares, according to the latest report of the Securities and Exchange Commission on trading by officers and directors in film company stocks.

The purchasers boosted their holdings to 11,000 shares and 2,400 shares, respectively. The report also listed Elmer C. Rhoden as having purchased 1,000 shares of National Theatres common, increasing his personal holdings to 24,300 shares, plus 10,225 shares acquired through a holding company.

Robert Lehman sold 100 shares of 20th Century-Fox common, dropping his holdings to 29,900 shares. Abraham Montague sold 500 shares of Columbia common, leaving himself 13,538 shares. Abraham M. Sonnabend sold 200 Columbia shares, leaving 930. A partnership in which Charles Schwartz is a member sold 300 shares, leaving 11,000.

Theatres Unaffected By Canadian Tax

OTTAWA, Ont., April 6.—Canadian government announces no change in the general sales tax and that changes in excise taxes will not affect motion picture theatres.

However, theatre owners operating as corporations will benefit by a cut in corporation income tax from 49 to 47 per cent, effective from Jan. 1 this year and individual theatre operators' personal income tax will be reduced considerably, the effective date being July 1 this year.

Over-all tax reductions should aid theatre attendances this year, exhibitors say.

Testimonial Planned For Nat C. Rosen

ALBANY, April 6.—Nat C. Rosen, recently transferred by 20th Century-Fox to Pittsburgh as manager, will be honored at a testimonial dinner in the De Witt Clinton Hotel here on April 15. Norman Weitman, Universal manager, and Norman Jackter, Columbia manager, are arranging the affair. Film row and other industry friends will attend.

Rosen served as branch manager here for four years, prior to his promotion to the larger Pittsburgh territory. Clayton G. Eastman, former salesman, succeeded him in Albany.

Car Accident Fatal To Foster Hathaway

CLEVELAND, April 6. — Foster H. Hathaway, 57, owner of the Bell Theatre, Campbell; Ritz, Struthers; Midway Drive-In, North Kingsville, and Sky-High Drive-In, Youngstown, died yesterday at his Struthers home following an automobile accident. A bachelor, he is survived by his mother. Hathaway previously was local FBO branch manager and Warner sales representative.

30 Pictures in Work; 7 Start, 7 Finish

From THE DAILY Bureau

HOLLYWOOD, April 6. — The total number of pictures in work during the past week stood at 30. Seven new pictures started and the same number of films finished.

Started were: "Phenix City" (Allied Artists); "The Big Shock," (Columbia); "Trial," CinemaScope (Metro-Goldwyn-Mayer); "The Gunman," Trucolor, and "Jaguar," (Republic); "Rebel Without a Cause," Cinemascope, and "Pete Kelly's Blues," CinemaScope; WarnerColor (Warner Bros.).

Completed were: "Women's Reformatory," (Allied Artists); "Lay That Rifle Down," (Republic); "Pearl of the South Pacific," Ben Bogeaus, Superscope, Technicolor (RKO Radio); "Sir Walter Raleigh," CinemaScope, color and "House of Bamboo," CinemaScope, color (20th Century-Fox); "The Deadly Peacemaker," Goldwyn, Jr., Prod., and "The Beast of Hollow Mountain," Nassour, CinemaScope, Eastman Color, Regiscope (United Artists).

'Waterfront' Victory Brings Re-run Dates

Early reports, a week after the Academy Award presentations, indicate that this year's winner, Columbia's "On the Waterfront," will have more re-runs than did last year's winner from the same company, "From Here to Eternity," Columbia reported yesterday.

Every one of the more than 400 available prints of the Marlon Brando starrer were booked for re-runs in advance of the Academy presentations on the strength of the picture's showing at the box-office in its regular engagements and its 12 Oscar nominations.

In the first few days after the awards were made known Columbia exchanges reported 25 holdovers and five moveovers and indications are that there will be much more of the same. Last year, "From Here to Eternity" had upward of 1500 re-run bookings in the first three months after the Academy Awards.

'Our Miss Brooks' To Be WB Feature

HOLLYWOOD, April 6.—Jack L. Warner announced that "Our Miss Brooks," television shows, will be brought to the screen by Warner Brothers as a full-length feature, by agreement with Harry S. Ackerman, vice-president in charge of network programs, CBS television.

Eve Arden, star of both the television and radio versions of the show, will star in the motion picture, which will be made by Miss Arden and Al Lewis for Warner Brothers presentation.

'Joey' to Palace

United Artists' "A Bullet for Joey" will have its New York premiere at the Palace Theatre here on April 15, it was announced by William J. Heineman, UA vice-president.

News Roundup

'U' Kid Party

Universal-International is holding an invitational Easter show for the children of the New York trade press, daily press, syndicate, magazine, television and radio contacts at the Victoria Theatre here on Saturday morning. The show will feature a special screening of "This Island Earth," the company's new science fiction film. The children will be given appropriate gifts. Heralded as "An Out-of-this-World Party," adults will be admitted only if they are accompanied by children.

■

Kills Holiday Bill

Massachusetts House Bill No. 1,295, which would legalize St. Patrick's Day as a state holiday, has been refused a third reading by the Senate, thus killing the measure for this session. It probably will be re-introduced next year.

■

Credit Group to Elect

The Motion Picture Industry Credit Group, composed of laboratories, will begin its third year with an election of officers at the Hotel Park-Sheraton here on April 26. The group now has 32 members.

■

Preserve Cinerama Story

An account of the showing of Cinerama in Damascus, which Russia claimed was unfair competition, has been inserted in the Congressional Record by Rep. Frances P. Bolton of Ohio.

■

New Dudley Film

The Canadian Film Institute, of which James A. Cowan is president, has laid plans for a film festival to be held next summer in Stratford, Ont., to be staged in conjunction with the third annual Shakespearean festival from June 27 to Aug. 27.

Benedict to 20th-Fox As Magazine Contact

Lowell Benedict has been named national magazine publicity contact for 20th Century-Fox, it was announced yesterday by Edward E. Sullivan, publicity manager for the company. Benedict replaces Robert Fleischer who resigned recently. He has served for six years with Universal-International and for five years with M-G-M in magazine publicity.

'Peter' Strong in Denver

Twentieth Century-Fox's CinemaScope production of "A Man Called Peter" grossed $1,730 at the Center Theatre in Denver, the biggest non-Tuesday opening business at the house, the film company said here yesterday.

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People

George Smith has been named manager of the Colonial Theatre, Hartford, succeeding **Carroll J. Lawler,** who has left the Hartford Theatres Circuit. Lawler, at one time with Shea Enterprises, New York, did not disclose his future plans.

¤

Robert I. Kronenberg and Associated Artists Productions have completed a deal by which he will handle the television distribution of AAP's entire catalog of films in the Far West area.

¤

Dr. Julian H. Webb, associate head of the physics division at Kodak Research Laboratories, has been awarded the 1954 Progress Medal of the Royal Photographic Society of Great Britain for his research work in the photographic field.

¤

Larry Shayne has been appointed professional manager of Northern Music, a Decca subsidiary which has been reactivated as a full-scale publishing operation.

¤

Howard J. "Buddy" Robbins has been named to the post of general professional manager of Columbia Pictures Music Corp.

¤

Lucille Z. Alexander, who has been with Movietone News in Chicago for 20 years, is leaving Film Row to marry **Taylor E. Richardson** of Trenton, N. J., on April 30. They will live in Trenton.

¤

John Parsons of the Telenews Theatre in San Francisco has taken over the Piedmont Theatre in Oakland from the Hardy interests.

¤

Ronald Megown has been appointed assistant manager of Loew's Ohio Theatre in Columbus. He formerly managed the McDonald Theatre, McDonald, Pa.

Says Army Clearance Still Not Finalized

The subject of film clearances for Army-Navy theatres is still not finalized and would require at least one or two more meetings, according to Morey Goldstein, chairman of the sales managers committee of the Motion Picture Association of America.

"Despite reports, nothing has been decided as to a formula by which films are to be made available to military theatres," Goldstein said.

The Allied Artists vice-president and general sales manager will report today to the MPAA sales head group on his recent talks with the Department of Defense. Another topic on the sales group's agenda is the children's film library, Goldstein said.

France, Italy Sign New Film Agreement

PARIS, April 3 (By Air Mail). —A new Franco-Italian agreement has been signed which will extend film cooperation between the two countries until Dec. 31, 1957. The exact terms of the agreement have not as yet been published but it is known that they differ from previous co-production agreements. The French, over the past year or so, have shown some dissatisfaction. French films have suffered, production has fallen and the co-productions, while developing rapidly, have not always been of first class quality.

Under the new agreement there are likely to be fewer co-productions but the quality and the standard should be very high. There are also certain technical differences between previous agreements and the new one. These differences are primarily financial.

Films for Young Stressed

Greater attention will be paid to films for the young. At the moment neither country is producing films of this type and it is evident to both that the present trend toward violence and passion, even when at a high artistic level, is not good for youth or children. It is likely, therefore, that both countries will work out co-production plans for special films for youth.

Finally, an exchange of documentaries is also included in the agreement. This is considered very important as these short films have been treated as poor relations in both countries.

Patrons Can Dictate Material: Chulack

ST. LOUIS, April 6.—William K. Chulack, director and producer, told a father-and-daughter banquet of Notre Dame High School here, that morals of motion pictures are no better than those of the patron.

"If they will, Catholics can dictate the ethics and morals of the screen by using their power of discretion in attending shows," he declared. "When the industry's self-imposed codes are violated by producers, the public should protest and let it be known that it objects."

Chulack who started with Warner Brothers in 1942 stated that the story of the decent people in Hollywood is never told because sensationalism attracts publicity and many good persons live almost obscure lives.

He emphasized that the "box office has proved a picture doesn't have to be dirty or vile to be a success" and that the big money-makers of all times generally possess family appeal and are morally all right.

Mo. Exhibitors File Anti-Trust Action

ST. LOUIS, April 6—Earl E. and Pauline Williams, owners of the Venita Theatre, Herculaneum, Mo., have filed an anti-trust action, seeking $300,000 treble damages, against 10 distributors and Miller Theatres, Inc., operating theatres in Festus and Crystal City and others in St. Louis County.

The petition charged that the plaintiffs were forced to close their theatre in June, 1952, because of the alleged refusal of the distributors to grant them first-run product.

Segregation Bill Killed in Missouri

JEFFERSON CITY, Mo., April 6.—The House Judiciary Committee of the Missouri General Assembly has voted to kill a bill to end racial segregation in Missouri's public places (theatres, hotels, restaurants, sports arenas, baseball parks and other places of amusement). The vote was 13 to 6 to kill the bill which was sponsored by the four Negro members of the House of Representatives.

Announce Changes In Hamrick Circuit

SEATTLE, April 6. — Will J. Conner, executive vice president of Hamrick's Theatres, announced that Douglas J. Forbes has been named Seattle city manager for Hamrick Theatres. Forbes was named to take over the work of the late Herbert B. Sobottka.

Forbes has been booking pictures for the circuit since 1942, a job he will continue in his new position. He started his theatre career in 1928 as personal secretary to John Hamrick, and has remained with the organization without interruption.

Promoted to the position of assistant city manager is Cass Smith, who has managed the Music Hall and the Orpheum.

Other changes include Nick Furfaro, who will leave the Music Hall to operate the Orpheum; Clint Wineholt, who will become manager of the Liberty, the Blue Mouse and the Music Box, and Will Hudson will come from Hamrick's Tacoma house to manage the Music Box and the Blue Mouse in Seattle.

'Peter' Print Given To National Archives

WASHINGTON, April 6.—A full length CinemaScope print of "A Man Called Peter" has been presented to the National Archives in the nation's capital, to honor the memory of the late Rev. Peter Marshall, former Chaplain of the United States Senate and pastor of the New York Avenue Presbyterian Church here.

Mrs. Catherine Marshall, his widow, and author of the book, acting for Twentieth Century-Fox, producers of the film, presented the print to Sen. Alexander Wiley, of Wisconsin, who then turned it over to Dr. Wayne C. Grover, Archivist of the United States, for permanent keeping in the National Archives.

Penn. Circuit Wins Anti-Trust Suit

PHILADELPHIA, April 6.—Treble damages totalling $1,275,000 plus costs and attorney fees were awarded to Norris Amusement Co. in its suit against major distributors. The verdict was given by a jury in the U. S. District Court for the Eastern district of Pennsylvania. The trial lasted seven weeks.

The action involved the alleged right of Sablosky's Norristown theatres to play on national release with Philadelphia. The jury's decision, in effect, held that Norristown and Philadelphia were not in substantial competition and that there should be no clearance between them.

Kansas

(*Continued from page* 1)

and Virginia, and in numerous municipalities throughout the country.

Since the last U. S. Supreme Court decision narrowing the field of film censorship and raising the question of its Constitutionality some of the states having censor boards have been exploring means of drafting new legislation to strengthen the legal status of the boards.

Signature Seen Unlikely

Despite the fact that no such efforts have been undertaken to give a new legal bulwark to Kansas' board, observers here are not too hopeful that the bill to end the board's existence will get the Governor's signature tonight. They feel that had he intended to sign the measure he would not have waited until the last minute to do so and, hence, are of the opinion that his inaction means he intends to let the measure die.

3-D Pictures

(*Continued from page* 1)

films, he said, as long as the supply doesn't get too big. It was the flow of poor three-dimensionals that killed the demand for such product, he said.

Meanwhile, Universal reports that more than 200 theatres have asked for 3-D versions of "Creature." While a "revival" of 3-D is not anticipated on a large scale, periodic productions could be regarded as a "tonic," it was said.

B.O. in Canada

(*Continued from page* 1)

however, that the situation is not "dangerous." TV in Canada, he forecast, will have a similar effect at the box-office as it did in the U.S., but not as serious or as long.

Business in Canada was described as very good by Rosen. He predicted that there would be some Canadian production, backed up by Canadian money, in another year.

North Central Area Mulling Giveaways

Theatres in the North Central territory may revive the "giveaway" type of programs in an effort to boost rapidly declining attendance, according to William R. Frank, producer of "Sitting Bull" and a Twin Cities exhibitor.

Even though film grosses have been good, mainly because of the advanced admission prices and the relief from the Federal tax, the attendance figures have dropped sharply, Frank pointed out.

Frank, who will leave for Europe this month to tour and lecture in conjunction with the openings of his CinemaScope production, "Sitting Bull," a United Artists release, said that "exhibitors in the area may reinstall the giveaway type of program which was so successful a number of years ago. It may become a trend once again."

Hirsch Joins Armstrong

Melvin L. Hirsch has joined the A. J. Armstrong Co., Inc., here, commercial financing company, as managing executive in charge of the motion picture and television financing department.

BATTLE CRY

THE BOXOFFICE BLOCK-BUSTER O
6th WEEKS ALL OVER THE NATIO

EAST OF ED

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STRANGE LAD

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THE SEA CH

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WAVE OF EXCITEMENT! SEARCH T

WARNER BROS!

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MONA FREEMAN · NANCY OLSON
JAMES WHITMORE · RAYMOND MASSEY
TAB HUNTER · DOROTHY MALONE · ANNE FRANCIS
Screen Play by LEON M. URIS • Directed by RAOUL WALSH
Original Music by Max Steiner
WARNERCOLOR · STEREOPHONIC SOUND
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JULIE HARRIS · J
with BURL IVES • RICHARD DAVA
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"STRANGE LADY IN TOWN"
Starring
GREER GARSON · DANA ANDREWS
Produced and Directed by MERVYN LeROY
Co-Starring CAMERON MITCHELL LOIS SMITH with WALTER HAMPDEN
GONZALEZ GONZALEZ · Story and Screen Play by Frank Butler
Music Composed and Conducted by Dimitri Tiomkin
WARNERCOLOR · STEREOPHONIC SOUND
CINEMASCOPE

JOHN WAYNE · LANA TURNER
in "THE SEA CHASE"
Also Starring
DAVID FARRAR · LYLE BETTGER · TAB HUNTER
with James Arness · Dick Davalos
Screen Play by James Warner Bellah and John Twist
DIRECTED BY JOHN FARROW
WARNERCOLOR · STEREOPHONIC SOUND
CINEMASCOPE

Round-Table

(*Continued from page* 1)

called, a position which has won the endorsement of Theatre Owners of America and the condemnation of Allied States Association, which is not a party to the arbitration talks.

Goldstein, addressing the trade press at an Allied Artists luncheon at Toots Shor's, was asked what he meant by agreement or finalization on arbitration. He responded that TOA acceptance of an arbitration draft already agreed upon by distribution would signalize agreement, freeing distribution to call a round-table conference. He maintained that it is "elementary" that agreement should first be reached on arbitration, arguing that an arbitration system would form the "basis" for then calling the round-table conference.

Adolph Schimel, counsel for the distribution committee, and Herman Levy, TOA counsel, will continue to confer on the draft, Goldstein added.

Orange, N. J., Has Its Own 'Gala' Premiere

ORANGE, N. J., April 6.—A miniature "gala" Broadway-Hollywood type premiere was held here last night for the debut of Burton Pictures' "Murder in the Villa Capri" at the Stanley Warner Embassy Theatre. Exteriors of the picture were shot here and in Newark. Searchlights, lobby radio interviews and the attendance of the film's stars highlighted the festivities, which was followed by a champagne supper given by producer Paul Burton.

The picture, a first effort by Burton, concerns a murder stemming from a lottery racket.

Bell Pictures will distribute.

Snow Storm Hurts Connecticut Grosses

HARTFORD, April 6.—Theatre business in northwestern Connecticut suffered this week with a 12- to 24-inch snow storm hitting the area.

Downtown Hartford theatres, as well as outlying situations found grosses dropping steadily as the snow continued. Numerous outdoor theaters, declining to operate with scant attendance, distributed passes good for subsequent performances to the few cars in attendance.

Award to Hurok

Sol Hurok and Jonas Rosenfield, Jr., will arrive in Boston today to attend a luncheon in their honor. At the luncheon Hurok will receive an award from local music organizations for his contributions to the world of music. Rosenfield, vice-president in charge of advertising, publicity and exploitation for I.F.E. Releasing Corporation, will represent his company, distributor of Hurok's presentation of "Aida."

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Reviews

"Conquest of Space"

(*Paramount*)

A PEEK into the future—into the era of interplanetary travel—is offered in George Pal's filmed dramatization of the book of the same title by travel experts Willy Ley and Chesley Bonestell, with screenplay by James O'Hanlon, from an adaptation by Philip Yordan, Barre Lyndon and George Worthington Yates. Locale: some 1,100 miles above the earth.

Manned by a crew of Air Force volunteers, the space station—or Wheel, as it is called—presents special problems of survival in its virtually airless outer space surroundings.

According to Ley and his colleagues: Not only food but oxygen must be imported for breathing purposes. And since it doesn't rain in space, water also must be brought from earth. Ley believes the oxygen problem might be partly solved by green plants, which, with the aid of sunlight, produce oxygen and remove carbon dioxide from the air. Drinking water must be brought up in the form of ice, to save the weight of containers. A water recovery plant on the space station also would provide water for drinking and shaving.

The sun would serve as the space station's furnace or source of heat. Since the temperature of any object in outer space depends on how much of the sun's rays it absorbs, the space station would be painted white, with black patches scattered over its surface.

Another interesting aspect is the problem of gravity, or rather lack of gravity, at a point 1,100 miles or more above the earth's surface.

This is pointed up in a scene aboard a rocket ship hurtling toward the planet Mars. Phil Foster (one of the crew members), is suddenly shown floating in the interior of the ship like a gas-filled balloon. It later develops that he has taken off his magnetized shoes that all crew members are required to wear. They have enough magnetism in the soles of their shoes to prevent a "free flight," but not enough to prevent the wearer from lifting his feet and walking.

As "Conquest of Space" indicates, these are problems for the future, and some scientists are quick to point out that this future may be no more than 10 or 15 years away.

Against this constantly-shifting science-fiction background revolves a standard father-son Air Force career relationship between two crew members (Walter Brooke and Eric Fleming), and some occasional preachment for hope of brotherhood of mankind eventually resolving all human problems of outer space. A telecast from earth prior to launching a space ship to Mars gives Foster some light moments.

As produced by Pal and directed by Byron Haskin, emphasis is centered on interplanetary travel, with apparent miniature sets accounting for more than casual audience interest.

Running time, 81 minutes. General classification. March release.

"Three Cases of Murder"

(*Associated British Productions-Associated Artists*)

MURDER is the theme of this British import, the title of which tells the story. "Three Cases of Murder" is a three-part film derived from short stories supplied by W. Somerset Maugham, Brett Halliday and Roderick Wilkinson. The lack of outstanding players, as well as of strong production values, indicates fair audience response in the selective theatres of this country.

The best of the trio is "Lord Mountdrago," adapted from the Maugham story of the same name. This stars Orson Welles as a slightly overwhelming British Foreign Secretary who lives to rue the day when, in Parliament, he so successfully ridicules an idealistic member of the opposition party that the latter's career is ruined. The idealist, a fervent Welshman played by Alan Badel, thereupon puts a hex on Welles, haunting his dreams in which the proper Foreign Secretary always is the butt of some grotesquely foolish situation. The twist that drives Welles to murder is that the Welshman knows and participates in his dreams.

"In the Picture," by Wilkinson, features Badel as a mad artist who lives "inside" his greatest painting and lures unsuspecting art gallery patrons back into his picture to help people it properly. This is fantasy unrestrained, but rather comic in a macabre sort of way. The third episode is Halliday's "You Killed Elizabeth," an unaffecting piece about two life-long friends, John Gregson and Emrys Jones, whose friendship is ended by rivalry over Elizabeth Sellars. It takes no great intuitive powers to figure out who murders Miss Sellars and why he does.

"Lord Mountdrago" was directed by George More O'Ferrall; "In the Picture" by Wendy Toye, and "You Killed Elizabeth" by David Eady. Ian Dalrymple produced, with Hugh Perceval, from a screenplay by Dalrymple, Donald Wilson and Sidney Carroll.

Running time, 99 minutes. General classification. March release.

Guild Films Merges All Sales Operations

Guild Films has reallocated its 10 sales territories and merged its recently expanded sales activities into a single, integrated sales operation, according to Reub Kaufman, president.

Under the direction of sales chief Manny Reiner, all salesmen will handle all properties, including syndicated series, feature films, film libraries and cartoons, Kaufman said.

Idaho Boosts Hourly Wage to 75 Cents

The state of Idaho has passed a 75 cents-per-hour minimum wage law and the new legislation will definitely work a hardship on the small theatre owners who employ part-time school students, according to Theatre Owners of America.

Previously, the minimum wage law throughout Idaho was set at 50 cents-per-hour, TOA said.

A. A. Earnings

(*Continued from page* 1)

release two "big" pictures each month and 15 "small" films up to the end of the year.

Goldstein attributed his company's anticipation for a huge increase in earnings and billings, beginning May 1, to national exhibitor support to the AA program and in providing a large amount of playdates to four films, "The Big Combo," "Shotgun," "Annapolis Story" and "Seven Angry Men," which are opening and will open in key cities by Easter.

Cites Dual Purpose of Tour

"The purpose of the 16-city tour with AA president Steve Broidy was two-fold," Goldstein said. "We wanted to acquaint the industry with AA plans for the immediate future and find out the industry's acceptability to our plans," he said, adding that receptions and reactions around the country were "way beyond our expectations" and that the tour "crystallized into a deluge of playdates for AA product."

"The industry today is in a serious state, with exhibition crying that there is a shortage of product, in quantity and in quality," Goldstein asserted. "All we ask exhibitors to do is support us by giving AA the tools and playdates, then we will do the job," he said. "If 10,000 theatres would give us four dates in an eight-to-10 week period, with the rental being an approximate $25, we would have 40,000 playdates and an income of $1,000,000 which would be immediately invested in production," he declared. Goldstein reiterated Broidy's announcement of investing $25,000,000 in 37 or 38 films to be produced in a 12 to 17-month period, based on exhibitor demands for product.

Deprecates Value of 'Labels'

A main project with AA, Goldstein declared, is to break down film buyers who purchase product by the "company label." Terming such a method as antiquated, Goldstein said that the public is not concerned with the "labels" on films, just in the entertainment and enjoyment which the picture provides for them. "The important buyers have come to a realization of buying product for its quality and box office potential, not for who made it," he said.

Exhibitor support during the past 25 years has kept Allied Artists in business, Goldstein stated. "The support exhibition gives AA now will be mutually beneficial, as AA will keep the exhibitor in business," he said.

At this point, Goldstein said that exhibitors throughout the country were happy and gratified that William F. Rodgers is consultant to Allied Artists in sales matters.

Stresses Small-Film Importance

In discussing AA releasing plans, Goldstein said that there still is a big exhibitor demand for "small" pictures such as the "Bowery Boys." "As long as exhibition asks for such films, AA will continue to make them," he said. According to the company's releasing plan of two "big" pictures monthly and 15 "small" films up to the end of the year, Allied Artists will distribute 33 pictures by 1956.

Goldstein also said that "Wichita," in CinemaScope, will be nationally released on July 1 with "The Warriors," also in CinemaScope and color, to be released on Aug. 1.

Republic

(Continued from page 1)

months. The question was asked in the wake of Yates' statement at Tuesday's stockholders meeting of Republic that he had talked with the presidents of the four largest circuits in the nation and apprised them of Republic's position.



Alfred Starr

Alfred Starr, chairman of the executive committee of Theatre Owners of America, said "I think it would be a dreadful calamity," if Republic would withdraw from the theatrical film field.

Starr, here for a meeting of TOA leaders, contended that for the past several years, Republic had not been "seriously producing a carefully paced schedule of domestically-made pictures."



L. H. Goldenson

The TOA leader, questioned on Yates' bid for more playing time and more money for Republic Pictures, replied that "in a short market" the bid "does not make sense." "Give us some pictures and we'll revitalize Republic," Starr declared, adding "we'll make a beaten path to the doors of Republic exchanges."

Leonard Goldenson, president of American Broadcasting - Paramount Theatres, like Fabian, said he had not been notified of any impending move by Republic to quit production of theatrical films. Goldenson added that his circuit had given Republic a fair share of its playing time and was not aware of any complaints about ABPT's treatment of Republic features.

Exhibitors' Views Vary

Other exhibition leaders questioned declined the use of their names, with their comment varying from Republic needs a "new approach" to production to expressing displeasure at the contemplated move. Some felt that Yates would reconsider and retract any intention of quitting the theatrical film field.

Hollywood Vital

(Continued from page 1)

element in international relations in these days is cooperation, and the American motion picture industry is an outstanding example of international cooperation, both in its relationship with the Italian film industry and with our country, generally."

Y. Frank Freeman, chairman of the AMPP directorate, presided.

Segal Stays at ABC

Alex Segal, director of the "U.S. Steel Hour," who was brought into television from motion pictures by Bob Weitman, has signed a new contract which will keep him at ABC.

To Review EFFG Progress

(Continued from page 1)

yesterday afternoon when TOA officials, E. D. Martin, president; Walter Reade, Jr., chairman of the board; Alfred Starr, chairman of the executive committee, and Herman Levy, general counsel, met.

TOA headquarters had reported late last week that Sam Pinanski, president of EFFG had called the session to inform officers and directors of EFFG of progress made and the plan to conduct a series of meetings across the country prior to the first stockholders' meeting which has been set for May 15.

However, it was learned that Martin had sent out telegrams to TOA leaders calling the special session to discuss current problems affecting theatremen.

May Meet With MPAA

The TOA leaders may designate some official to effect some meeting with the sales managers committee of the Motion Picture Association of America which will also meet today. However, any meeting between a TOA official and a representative of the sales managers group is considered remote as both organizations have busy agendas.

Martin, who is an officer of EFFG, will seek some discussions, it is reported, on industry topics of importance, among them being arbitration, the industry roundtable, toll-TV, the industry's plan for ending military theatre competition, Allied States Emergency Defense Committee, a meeting with Allied for mutual problem discussions, the 1955 TOA convention, the forthcoming 16mm. suit in which TOA is listed as a co-conspirator by the Department of Justice, governmental permission for divorced circuits to enter into film production, the COMPO audience poll, plans to build theatre attendance and the TOA public liability insurance proposal.

The TOA president may report to the group on his reactions to the liability insurance plan which recently was completed.

Awaits Word From Shor

Martin reported yesterday that he was awaiting word from Allied president Rube Shor as to a meeting of both organizations over mutual problems. The TOA had appointed a committee to meet with the Allied group, but it has since been said that Shor is planning to name a different group of men to represent his organization in these talks.

Starr may report on the progress which was made in trying to affiliate the Theatre Owners of Quebec, in Montreal, with the national TOA, one of the first steps in setting up an international exhibitor alliance.

Among those expected to attend today's sessions are Martin, Reade, Starr, Levy, John Rowley, Pinanski, Benjamin Trustman, and Joseph Alterman, TOA's new office manager.

Republic 'Holders

(Continued from page 1)

purposes of the protective committee in a statement.

They are: "To fully explain the charges which have been brought against management; to rectify any inequities which may be brought to light by whatever means may be at our disposal, and to bring about whatever management changes which appear necessary in the light of an independent examination."

Smith, at the same time, announced that Vice-Admiral G. F. Bogan, U.S.N. (Ret.) and Baron Van Zuylen already had volunteered to serve as members of the committee. The director, a member of the New York Stock Exchange firm of LaMorte, Maloney & Co., said "there were some shocking allegations made relative to the stewardship of Yates" at Tuesday's meeting. Smith, with his father, B. E. Smith, owns 72,300 shares of Republic common.

Criticizes Treatment of Weill

Smith scored Yates for "summarily" dismissing the motion made by attorney-stockholder Harold Weill, calling for an independent audit of the company's books by outside auditors and an investigation into the management of the company. "This unseemly conduct," Smith continued, coupled with the lack of successful results as to the operation of Republic, "has convinced me together with my associates and friends" to form a stockholders protective committee.

Smith is already on record as not favoring the withdrawal of Republic Pictures from the theatrical film field, a step, which Yates said, is being contemplated by him, and on which, he said, a decision will be made in the next 60 to 90 days.

Smith added that additional members of the protective committee will be announced "at an early date."

NARTB

(Continued from page 1)

which gives the station the right to alter or reject any film not conforming with the regulations written into the television code.

NARTB president Harold E. Fellows cited various studies by psychiatrists and sociologists minimizing the effects of TV in promoting juvenile delinquency. He said a majority of the Federal Communications Commission did not agree with Commissioner Frieda Hennock, who testified earlier in today's hearing, that the FCC should refuse to renew licenses of TV broadcasters who broadcast too many crime and horror programs.

Sees Code Ineffective

Miss Hennock made a violent attack on TV broadcasting, declaring that 31,000,000 TV receivers are "pouring an unending stream of crime, violence, outright murder, brutality, unnatural suspense and horror into the living rooms of America." She said the "lofty expressions and exemplary standards formulated in the industry codes have little actual relationships to the programming offered on television."

She admitted that self-regulation by the industry is desirable, but added that to the extent this falls down, "the regulatory body responsible under the law must act." She said she felt that the evidence showed that the broadcasters had fallen short of their responsibility and that it is "incumbent on the commission to take positive remedial steps."

THE ONLY COMPLETE AND OFFICIAL FILM STORY OF

"Churchill— Man of the Century"

2 Reels 20 Minutes

All the highlights of Sir Winston Churchill's brilliant career up to his 80th birthday in a stirring documentary as timely as today's headlines, released to coincide with his resignation on April 5, 1955.

Your audiences read about it in their newspapers

YESTERDAY

they can see it on your screen

TOMORROW

if you book it

TODAY

Write or Phone for booking dates and rates to:

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30 Rockefeller Plaza, New York 20, N. Y.

CIrcle 6-5100

IT'S BACK TO BASIC "SHOWMANSHIP" FOR THAT NEW BOXOFFICE BOOM!



In **3-D**

or

2-D

"REVENGE OF THE CREATURE"

is doing BIG business all over the country...

BIG in Detroit, Broadway-Capitol; . . . BIG in Cleveland, Hippodrome; . . . BIG in Denver, Paramount; . . . BIG in Youngstown, Paramount; . . . BIG in New Britain, Conn., Palace; . . . BIG in Mansfield, O., Madison; . . . BIG in Minneapolis, State; . . . BIG in Grand Rapids, Regent; . . . BIG in Jacksonville, St. Johns; . . . BIG in Flint, Palace; . . . BIG in Columbus, O., Broad; . . . BIG in Jackson, Mich., Capitol; . . . BIG in Port Huron, Family; . . . BIG in Saginaw, Franklin; . . . BIG everywhere!

REVENGE OF THE CREATURE

STARRING

JOHN AGAR • LORI NELSON

JOHN BROMFIELD

with NESTOR PAIVA

Directed by JACK ARNOLD

Screenplay by MARTIN BERKELEY

Produced by WILLIAM ALLAND

A UNIVERSAL-INTERNATIONAL PICTURE

Universal International

from **UNIVERSAL**, *of course!*

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 77. NO. 69 NEW YORK, U.S.A., FRIDAY, APRIL 8, 1955 TEN CENTS

Move in Senate

Films Effect on Delinquency To Be Studied

Judiciary Group Slates Hearing, Tentatively

From THE DAILY Bureau

WASHINGTON, April 7.—A Senate Judiciary Subcommittee studying juvenile delinquency has tentatively scheduled for the end of May brief initial hearings on the impact of motion pictures on the nation's youth.

Subcommittee officials said no witnesses have been set yet. Moreover, they cautioned the Senate's schedule could force a postponement in that May hearing date.

The subcommittee held hearings yesterday and today on the impact of crime and horror television programs in promoting juvenile delinquency. The

(*Continued on page 6*)

Compo Again Asks Press Aide to Pull Out Stay-at-Homes

A TV claim that "television has substantially reduced the time the average family devotes to its newspapers" is cited by the Council of Motion Picture Organizations as one of the reasons why newspapers should be influencing people to go out of their homes to increase the effectiveness of their retail advertising, in the 41st of the series of COMPO ads in "Editor & Publisher," which will appear tomorrow.

"In any effort to increase the effectiveness of its retail advertising," the ad says, "a newspaper should have a bright, exciting entertainment page

(*Continued on page 6*)

SKF and TNT in Closed Circuit Deal

Smith, Kline & French Laboratories and Theatre Network Television, Inc. (TNT), have entered into a long-term contract in closed-circuit TV by signing a year's contract calling for the use of TNT's closed-circuit network facilities on all SKF multi-city, big screen programs, it was announced by Fanshawe Lindsley, TNT Tele-Sessions general sales manager.

This new type of closed-circuit sale

(*Continued on page 6*)

Zenith Ad Refused

Industry's Observers View Networks Opposing Pay-TV

By LESTER DINOFF

Industry observers yesterday interpreted the Columbia Broadcasting System's refusal to allow the Zenith Radio Corp. to plug Phonevision on the "Omnibus" television program as the first public sign of opposition by the networks to subscription television.

Zenith's system, Phonevision, is not a product, "it's a controversial issue," CBS declared in reporting that it had barred a commercial announcement relating to toll-TV.

According to a representative of the Committee Against Pay-As-You-See TV, the CBS stand can be assumed as an act of allegiance to the theatremen and a form of registering its official opposition to subscription television.

Zenith's vice-president and general counsel Joseph S. Wright accused CBS of "arbitrary and unwarranted censorship" and cancelled his company's sponsorship of the "Omnibus" TV show because of the network's refusal to permit a commercial about

(*Continued on page 3*)

Expect Quick Army Plan

From THE DAILY Bureau

WASHINGTON, April 7. — The motion picture industry will try to come up with a new compromise to cut down military theatre competition before the end of this month.

The reason for the April 30 deadline is that D. Walter Swan, Deputy Assistant Secretary of Defense, who has been conducting the negotiations for the Defense Department, is scheduled to return then to his regular job as assistant to the president of United Air Lines, a position from which he has been on leave for 14 months.

"We have been aware of his plans

(*Continued on page 6*)

NBC Film Division To Meet April 13-15

A national sales meeting of the NBC Film Division will be held April 13-15 at the Hotel Warwick here, Jake Keever, national sales manager, announced.

In addition to the entire sales force, attending various sessions of the meeting will be Sylvester L. Weaver, Jr., president of NBC; Robert B. Sarnoff, executive vice-president; Carl M. Stanton, vice-president in charge of the film division, and Ted Sisson, director of the film division.

WB Video-Film Firm Formally Launched

From THE DAILY Bureau

HOLLYWOOD, April 7.—Jack L. Warner, vice-president of Warner Brothers, today formally announced the launching of Sunset Productions, television-films subsidiary of Warner Brothers Pictures, with Jack Warner, Jr., in charge of production, backed up by the "full resources and production know-how of the Warner studio."

Warner simultaneously announced that "Men of the Sky," aviation series, half-hour dramas, prepared and produced by Vincent B. Evans, World War hero, and bearing the official imprint of the Defense Department and Air Force, will be the first telefilm undertaking.

Sales Heads Name Committee to Explore Needs of Children's Film Library

Promising that distribution would make available more pictures for the children's film library, the sales managers committee of the Motion Picture Association yesterday appointed a two-man sub-committee, Bernard Goodman of Warner Brothers and Monroe Goodman of Paramount, to work out and report on what is needed to be done to increase the effectiveness of the program and to offer more opportunities for the showing of films especially suited for children.

Morey Goldstein, chairman of the sales group, reported here following a meeting of the distribution sales heads, that all agreed to furnish the maximum number of suitable pictures for the children's film library for special showings, due to exhibitor requests.

Many exhibitors have come to a sharp realization that the youngsters of today are the future ticket buyers of tomorrow, Goldstein said.

Governor Signs

42-Year-Old Kansas Censor Law Abolished

Industry Hopeful Other States Will Follow Suit

Special to THE DAILY

TOPEKA, April 7. — Governor Fred Hall today signed the bill abolishing the state's censor board which had been passed by the legislature in a last-minute rush before adjournment last Saturday. The measure becomes effective July 1.

Thus Kansas, one of the first states to establish a motion picture censorship board, becomes the first of six states maintaining a board to abolish it. Other states having censor boards are New York, Pennsylvania, Maryland, Virginia and Ohio.

Industry and legislative observers feel that Kansas' action may prove precedental; at least, may encourage others of the censorship states to think along the same lines and perhaps to

(*Continued on page 6*)

Gov't Preparing To Release Results Of Industry Census

From THE DAILY Bureau

WASHINGTON, April 7.—Census Bureau officials hope to start releasing this fall some of the results of this year's comprehensive census of the film industry.

Questionnaires covering all branches of the industry started going out in the mail at the end of 1954 and through the first week or so of 1955. Most of the forms have already been returned to the Bureau, and Bureau

(*Continued on page 6*)

Rep. 16mm Renews With Loew's Int'l

Signing of a long-term contract for the continued distribution abroad of 16mm versions of Republic Pictures product by Loew's International Corp. was announced yesterday.

Continuance of the deal, initiated in 1947, enables M-G-M offices overseas to offer customers a complete service suited to the 16mm market and made

(*Continued on page 6*)

Personal Mention

MILTON E. COHEN, United Artists Eastern and Southern division manager, will return to New York today from Detroit.

•

ROBERT M. WEITMAN, American Broadcasting Co. vice-president in charge of talent and programming, will leave here for the Coast on Sunday.

•

H. PAUL ROME, president of the Rome Theatre, Baltimore has been married to FRANCES GROVNER, of Washington.

•

JERRY DE BONO and JACK GREY, screen writers, will leave New York for London today via B.O.A.C. Mayflower.

•

HAL HACKETT president of Official Films, will leave here tomorrow for London via B.O.A.C. Monarch.

•

FREDERICK BRISSON, producer, will be in Pittsburgh from New York at the weekend, and in Boston on Monday.

•

HERBERT H. GREENBLATT, RKO Radio domestic sales manager, is due in Atlanta today from Jacksonville.

•

PAT DUGGAN, producer, will leave here for Hollywood by train on Sunday.

•

ROSALIND RUSSELL will leave New York on Monday for the Coast.

TOA Scores Yates, Blames Republic

Republic Pictures president Herbert J. Yates was scored here yesterday by E. D. Martin, Theatre Owners of America president, for "heaping abuse" on exhibitor customers.

Martin, in an open letter to Yates, referred to Yates' statement that one reason he is contemplating Republic's withdrawal from the theatrical film market is the lack of support from exhibitor customers. On the contrary, Martin said in his letter, "your company must bear the blame for its lack of success. It has not kept pace with circumstances and conditions."

The TOA president also pointed out the profitable operations of other producers and distributors, adding that "these profitable operations are based primarily on their activity in the theatrical motion picture industry and not in the field of television."

Martin, who attended yesterday's meeting of TOA leaders on EFFG and reportedly other industry matters, was not available for comment.

Geo. Weisman Dies

BALTIMORE, April 7.—Funeral services were held today for George M. Weisman, business agent for the Theatrical Stage Employes Union, Baltimore Local No. 19. He died suddenly on Monday. He had been associated with the Stanley Theatre stage crew. His widow survives.

Pinanski Notes EFFG Progress

An expression of satisfaction "with the progress of subscriptions" to the stock of Exhibitors Film Financial Group was made here yesterday by Sam Pinanski, EFFG president.

Pinanski issued a short statement following a meeting of the board of directors of EFFG. Neither he, nor any other TOA leader, made himself available to the press for comment following the meeting. Said Pinanski: "It convinces us that the exhibitors of this country agree with us in our aims and in our ambitions."

Kramer to Be Cited Monday by NYU

New York University will present a citation on Monday to Stanley Kramer, motion picture producer and alumnus, at a special program in his honor.

Chancellor Henry T. Heald will read and present the citation during the ceremony in recognition of Kramer's achievements in film production. Persons from the motion picture industry, fellow alumni, and members of the University faculty and staff will attend the program, which will begin at 5 p.m. in Vanderbilt Hall, 40 Washington Square South.

Dean William B. Baer of the University College of Arts and Science is to discuss Kramer's student days and act as master of ceremonies. Professor Robert Gessner, chairman of the motion pictures department at Washington Square College of Arts and Science, will describe the honored alumnus' Hollywood career.

Excerpts from four films produced by Mr. Kramer ("Home of the Brave," "The Men," "High Noon," and "The Champion") will be shown during the program.

Plan Twin Drive-in For Waterbury, Conn.

HARTFORD, April 7.—A half-million dollar shopping center and twin drive-in theatres will be built in the Reidville section of Waterbury, Conn., by Robert Schwartz and Mrs. Florence Musman, who operate the Ville and Lake Drive-In Theatres, Waterbury; Park, Thomaston; and Center Drive-In, Derby, all in Connecticut.

Construction will start on a 45-acre site early in the summer of 1956, following completion of a nearby expressway. The 45-acre site was acquired from the Scovill Mfg. Co., of Waterbury, for a reported purchase price of $60,000.

Comte Forms Firm

Formation of Public Relations Film Corp. was announced here by Gilbert Comte, executive vice-president. Comte, former commercial producer for "The March of Time," said that the organization would create public relations films for clients.

Columbia Calls Field Exploitation Meet

Columbia Pictures is calling in its field exploitation division managers on April 15 for a one-day conference at the home office. The eight field men will meet with advertising and promotion executives to hear plans for an over-all program of on-the-spot selling aid to exhibitors and to plan campaigns for the coming months.

Out of the meeting is expected to come a national program designed to promote pictures at the local level which the field managers, who make their headquarters in key cities, can carry back for implementation to Columbia's augmented field staff which covers all 48 states.

Workshop Planned

Paul N. Lazarus, Jr., vice-president in charge of advertising and publicity, will keynote the conference. Howard LeSieur, director of advertising, publicity and exploitation, will outline Columbia's policy on national exploitation. Following these talks, a round-table workshop will be conducted by Al Rylander, exploitation manager, aided by Ray Murray, assistant exploitation manager.

Field exploitation division managers who are scheduled to come in for the conclave include Jack Markle, Boston; Milt Young, Philadelphia; Sid Zins, Washington; Bob Weiner, Chicago; Jules Serkowich, Detroit; Mike Newman, Los Angeles; Sammy Siegel, Seattle, and Jimmy Boyle, Dallas.

One-Third of Canada Now Has TV Sets

OTTAWA, April 7.—About one-third of the Canadian population has television sets now and the present stations cover about 70 per cent of the population, A. Davidson Dunton, chairman of the board of Canadian Broadcasting Corp. told a Parliamentary committee here.

He revealed CBC-TV employs about 7,000 performers now and CBC spends about $3,000,000 a year on talent, with 30,000,000 feet of film being used annually to make recordings for stations not yet served on the present micro-wave network in Eastern Canada.

Radio programs have been hit hard by TV, he disclosed, so that many night-time commercial programs have been dropped.

There are now seven CBC-TV stations in Canada plus 18 privately-owned stations, all stations being part of the CBC's national service.

'Cinerama Holiday' In Dallas April 27

Dallas will become the sixth city to show the Louis de Rochemont production of "Cinerama Holiday," when the second Cinerama entertainment opens at the Melba Theatre on April 27, it has been announced by Lester B. Isaac, general manager in charge of Cinerama exhibition for Stanley-Warner Corp.

"This Is Cinerama" will end its run on April 25. The following night, a special invitational showing for the press and industry has been scheduled.

5 in 1,000 Pick 'Oscar' Winners In Texas 'Race'

DALLAS, April 7.—Kyle Rorex, executive director Texas COMPO, stated that U. S. theatre patrons found no easy task in picking Academy Award winners in the "Oscar Race" campaign. Rorex announced that early tabulations showed an average of five winners out of every 1,000 entry ballots cast.

Out of the six categories (best picture, actor, actress, supporting actor and actress, and director) listed for the theatre patron to choose from, the most incorrect selection was in the supporting actress bracket with the next nemesis being in the selection of the winning director.

514 Theatres Participated

Rorex revealed that over 5,000,000 Oscar Race entry blanks were used by 514 theatres in 38 states and Canada during the month long campaign that ended March 30.

Letters from exhibitors who used the copyrighted Texas COMPO project were enthusiastic over the effective results and the stimulation the Oscar Race created for theatre customers and expressed the desire to repeat the campaign next year, Rorex said.

Rorex also stated that a survey to determine reactions and results of the "Oscar Race" was being conducted in order that the added promotional ideas can be incorporated into next years "Oscar Race" and "Oscar Derby," both of which are copyrighted campaigns of Texas COMPO.

Tie-in With Newspaper

Rorex reported that one of the first special promotional plans used in connection with the "Oscar Race" was the newspaper-merchant tie-up resulting in a special eight-page section in the Baton Rouge, La. "Morning Advocate" of Thursday morning March 24.

A. M. Jacob, manager of the Hart Theatre, promoted ads from ten leading merchants, all of whom proclaimed March 24-31 as Academy Award Week in Baton Rouge.

NT Dividend Set

HOLLYWOOD, April 7. — The board of directors of National Theatres, Inc., today voted a quarterly dividend of 12½ cents per share on the outstanding common stock, payable May 5 to stockholders of record on April 21.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE GLASS SLIPPER"
in radiant COLOR starring
Leslie CARON • Michael WILDING
An M-G-M Picture
and THE MUSIC HALL'S GREAT
EASTER STAGE SHOW

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor. Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager, Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

People

Ray Syufy has purchased the Geneva Drive-in at San Francisco from Peterson Brothers for a reported $230,000.

¤

Robert Skaggs, Sr., former manager of the Florida Theatre, Jacksonville, has been named city manager in St. Augustine for Florida State Theatres.

¤

Dan Sangaree, manager of the DeSoto Theatre, Arcadia, Fla., has been moved to the Ritz in Bartow, while **Cliff Bailey,** Ritz manager, has moved to the DeSoto.

¤

Leo Zochling who served as chief film Editor for Louis de Rochemont Associates for three years is leaving the company. Zochling will make his plans known after a short vacation.

¤

Wallace Bardsley has been named city manager for Mid-State Amusement Co.'s theatres in Ellensburg, Wash., succeeding **James E. Farrell** who has resigned. Bardsley formerly managed theatres in Walla Walla, Pasco and Richland, Wash.

¤

Jack Rose, secretary-treasurer of Indiana-Illinois Theatres, has been named chairman of the amusements division for the **Jack Kirsch** testimonial banquet in Chicago on April 19.

¤

Harry Schroeder has been named producer's representative for UA's "A Bullet for Joey."

¤

D. W. Chambers of Albany, Ore., has sold the Starlight Drive-in Theatre, The Dalles, Ore., to **Ed Chambers** for a sum reported to be in excess of $60,000.

¤

Harold Lorrimer, assistant manager of the Liberty Theatre, Portland, Ore., has been promoted to city manager for John Hamrick Theatres in Enumclaw, Wash. **Darwyn Whitney,** formerly of the Hollywood Theatre, Salem, will be the new assistant to manager **Marvin Fox** in Portland.

¤

Joseph Blumenfeld, of Blumenfeld Theatres, San Francisco, has been elected to the national executive board of the Union of American Hebrew Congregations.

¤

Herbert Miller, formerly with Television Programs of America and United Television Programs, has joined the NBC Film Division as a sales representative.

¤

Myles E. Baker has been appointed vice-president in charge of service at Lennen & Newell, ad agency.

Webs Seen Opposing Toll TV

(*Continued from page* 1)

Phonevision. CBS, which is reported to be opposed to any system of pay-as-you-see TV, but will officially state its position by May 9 before the Federal Communications Commission, said that under its contract with Zenith, products to be presented in commercials only include television sets, radios and hearing aids. "Phonevision is not a product, but a controversial issue," the network added.

Controversy Last Year With ABC

The American Broadcasting Co. also has had a "run-in" with Zenith over the advertising of Phonevision last fall when Zenith sponsored the NCAA football games on its television network each week, it was reported.

Under last year's agreement with Zenith, an ABC spokesman said here yesterday, only products listed in the contract were allowed to be mentioned during the NCAA commercials. Zenith had asked for a commercial on Phonevision last fall, he said, but was turned down by network executives because there was no mention of Phonevision in the contract. "Any new product mentioned on the air would have to be renegotiated between ABC and Zenith," he said.

It also was learned that CBS has tentative plans to present a half-hour television show on April 24, devoted entirely to the subscription television issue with possibly Ed Murrow as moderator. According to the representative of the Committee Against Pay-As-You-See TV, the CBS half-hour show was being set up as a discussion program with representatives of both sides, the proponents and opponents of toll-TV, citing why and why not subscription television should be given to the public.

"From the tone of the letters exchanged by Wright and CBS vice-president Richard S. Salant, published yesterday, it is possible that a Zenith representative will not take part in this toll-TV discussion program," the committee representative said.

Wright, in his letter to CBS, stated: "We consider this action to be an arbitrary and unwarranted censorship on your part, and for that reason we ask that our name not be used in any way in connection with the forthcoming 'Omnibus' program." The CBS copy acceptance department refused to accept the commercial continuity submitted by the Zenith advertising agency for use on the April 3 program of "Omnibus."

Salant defended the network's position by stating that "you are in error in alleging that our refusal to accept the commercial continuity which was submitted by you stemmed from our intent to oppose subscription television."

In Washington, Commissioner Frieda B. Hennock of the Federal Communication Commission said: "I don't see how a network can control the views of a sponsor. It presents a very serious problem. If Zenith comes to the commission with this problem, I think we should look into it." Other FCC commission members declined comment in the matter.

Starr Reports Progress Made in Toll-TV Fight

A report of "progress" on the campaign against toll TV was rendered here yesterday by Alfred Starr, co-chairman of the Committee Against Pay-As-You-See TV.

Starr, here for conferences with leaders of Theatre Owners of America, said with the completion of the committee's working team, "we are now spreading our side of the story." The working team, Starr explained, meant the committee's hiring of an economist, a public relations firm, the law firm of Cohn & Marks, and an engineer.

Exhibitor groups throughout the country, Starr continued, are being briefed on the issues and they, in turn, Starr added, are taking the message to the public. Starr expressed pride that "our interest coincides with the public interest" in this fight.

NT, Toronto, Shifting To Supplies, Booking

TORONTO, April 7.—The National Theatres circuit, Toronto, of which Sam Fingold is president, has disposed of more of its small-town units in order to devote its attention to a film-booking service and the sale of motion picture theatre supplies and confectionery.

James Harrison, former supervisor at the National Theatres headoffice, has taken over the Roxy Theatre, Walkerton, Ont., while Gordon E. Rowe has acquired another unit, the Capitol Theatre, Meaford.

Fingold recently sold the Scarborough Drive-In, near Toronto, to 20th Century Theatres, an affiliate of Famous Players Canadian Corp.

Alabama Receipts Off

BIRMINGHAM, Ala., April 7.—The University of Alabama Bureau of Business Research reports that theatre receipts in the state of Alabama for December, 1954, were down 10.7 per cent when compared with those for November.

Columbus Columnist Blasts Censorship

COLUMBUS, April 7.—The campaign to revive censorship is "misinformed, misguided nad dangerous," said Norman Nadel, theatre editor of the "Columbus Citizen," in his column. He said that "well-meaning individuals and groups" are doing a disservice to their children by overlooking "the most dangerous point in the whole situation," namely that they believe they are protecting their children by asking for censorship. "They actually are campaigning to deprive them of the most precious American liberty—the right of free expression," he declared.

Resume Matinees

HARTFORD, April 7. — Another first-run situation operated by Jason Theatrical Enterprises, Inc., has resumed Monday-through-Friday matinees, starting at 1:30. The Bristol, Bristol, has joined the Gem, Willimantic, and Palace, Torrington, all in Connecticut, in the establishment of the new policy.

News Roundup

Conn. Drive-in Opening Set

The 800-car Southington Drive-in Theatre, Southington, Conn., being built by Ames Construction Co. of Hartford for Perakos Theatres Associates, is being readied for an early May opening.

■

Southeast 'Scopes Total 362

The number of CinemaScope installations in Florida and South Georgia has risen to 362, according to compilation of Thomas P. Tidwell, 20th Century-Fox manager in the Jacksonville area.

■

Named Receiver in Portland

Thomas F. Blair, secretary of Jones Enterprises and Western Amusement Co., has been appointed temporary receiver to take over operation of the Bagdad Theatre, Portland, Ore., pending decision in a law suit involving the theatre property, operated by Al Myers and F. T. Wilcox.

■

TV Permit to Mobile Group

The Federal Communications Commission has awarded television channel 5 to WKRG-TV, Mobile, Ala. The station is headed by Kenneth R. Giddens and associates, who also operate motion picture theatres in Mobile and radio station WKRG as well as its FM affiliate.

■

Famous Players Net Off

The annual report of Famous Players Canadian Corp. for 1954 reveals a decline in net profit to $3,384,825, compared with $3,611,005 for the preceding year. The net per share equaled $1.95 against $2.08 for the previous 12 months.

■

Offers Free TV Film Storage

Circle Film Laboratories is offering advertising agencies and producers a storage and cataloguing service for their film commercials. Should a commercial be needed for a particular spot, the laboratory will not only deliver it, but will also arrange for any revisions required.

■

'Gina' Museum at Globe

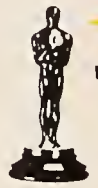
"The Museum of Modern Gina," located in the lobby of the Globe Theatre here, will be opened today. It will display photographs of Gina Lollobrigida taken during her recent visit to New York as well as reproductions of paintings of her done by prominent Italian artists.

■

Drive-in Starts 10th Season

The East Trent Motor-in, the third of the five drive-ins in the Spokane area, has opened for its 10th season. The concession room has been enlarged.

The Academy Awards



.....THROW A HO



GRACE KELLY... *Best Actress*

GEORGE SEATON... *Best Screenplay*



VISTAVISION

MOTION PICTURE HIGH-FIDELITY

Special Award—Top Technical Achievemer



DANNY KAYE

Special Award—for United Nations Short

ADD THIS IMPORTANT "OSCAR" ANGL

THESE IMPORTAN

POTLIGHT ON...Current Paramount Hits

"THE COUNTRY GIRL"

★

"RUN FOR COVER"

in VISTAVISION MOTION PICTURE HIGH FIDELITY and color by Technicolor

"WHITE CHRISTMAS"

in VISTAVISION MOTION PICTURE HIGH FIDELITY and color by Technicolor

"THREE RING CIRCUS"

in VISTAVISION MOTION PICTURE HIGH FIDELITY and color by Technicolor

★

"ASSIGNMENT CHILDREN"

color by Technicolor

HEN YOU SELL

RAMOUNT ATTRACTIONS TO THE PUBLIC!

Kansas

(Continued from page 1)

take similar action. A chance of this appears most likely in Ohio where the legislature is still in session and hearings are being conducted on new censorship legislation designed to replace that found to be unconstitutional.

'Moon Is Blue' Cited

Many in the motion picture industry are hopeful that Kansas' action might prove influential in Ohio, since the Kansas law also had been found unconstitutional in a case involving "The Moon Is Blue." An appeal from that decision was taken to the state supreme court and a decision is possible this week or next.

In the other censorship states the legislatures either have adjourned already or no censorship repeal legislation has been introduced. Thus, the influence of the Kansas action on these could have no concrete effect until the next session of the legislatures.

The Kansas board was established in 1913. Its membership was exclusively feminine except for a short time after World War II when Dwight T. Harris, a newspaperman, served on it briefly. Abolition of the board saves the industry about $60,000 annually in inspection and license fees, which averaged about $1 per reel, regarded as perhaps the most reasonable of any of the state censor board fees.

Ruling Handed Down in July

The case involving the test of the Kansas board's constitutionality was begun by Holmby, Inc., and United Artists last year and resulted in a ruling last July by Judge Harry G. Miller of the Wyandotte County district court that censorship was unconstitutional under state law. The state appealed to the state supreme court, whose decision is now awaited.

Legislative observers here reported that the clock-stopping procedure sometimes resorted to by legislatures with important measures still to be acted upon at adjournment time had been employed to give Gov. Hall the time needed to sign the censorship and other pending measures which came to his desk in the late rush after adjournment. With the legislation still unsigned near midnight last night, observers say the clock was stopped to keep the signing deadline in abeyance.

The Kansas and Ohio censorship statutes figured in the historic Mutual Films Co. case challenging their authority in 1915. The case went to the U. S. Supreme Court which held that films were solely amusements and, therefore, not entitled to the freedom-of-the-press protection. That ruling stood until "The Miracle" decision two years ago narrowed the apparent grounds on which films could be censored. The high court since has refrained from pronouncing film censorship per se unconstitutional.

'Purple' Tomorrow

United Artists' "The Purple Plain," Technicolor adventure spectacle starring Gregory Peck, will have its New York premiere tomorrow at the Capitol Theatre on Broadway. Win Min Than, 21-year-old Burmese beauty who makes her screen debut opposite Peck, will attend the bow and autograph pictures for fans in the lobby.

Kans. Censor Repeal Lauded by Johnston

Eric Johnston, president of the Motion Picture Association of America, commenting on the signing yesterday by Gov. Fred Hall of Kansas of a bill repealing that state's motion picture censorship law, said:

"Every believer in freedom of expression will rejoice that Kansas has repealed its ancient censorship law. The legislature and Governor Hall are to be highly congratulated on this precedent-making action. It is to be hoped that the lead of Kansas will be followed by her sister states that still have anachronistic censorship statutes on their books."

Delinquency

(Continued from page 1)

Senators heard Joseph V. Heffernan, vice president of the National Broadcasting Co., declare that crime, mystery and western programs account for only about 3.1 per cent of the programming on the NBC network, and that such programs must be considered "a proper and legitimate part of the broadcast schedule."

Heffernan said "we are aware of no responsible scientific data or opinion which fixes television as the cause for juvenile delinquency," and stated that NBC has set up a special committee to review children's programs.

Lauds Broadcasters' Efforts

"It is better for the government to stay out of the business of regulating program content," Heffernan said. He argued that "many broadcasters have done a better job in this difficult area than they are given credit for."

"Broad, shot-gun condemnations of an industry as a whole, without recognition of the superior programs produced by many in that industry, serve only to discourage those who have struggled to do something better," Heffernan asserted. He said parents have a major responsibility to select superior programs for their children to watch.

Republic-Loew's

(Continued from page 1)

up of M-G-M pictures and Republic's feature and serial pictures.

The contract gives new impetus to M-G-M's 10th anniversary 16mm Olympiad, now in progress. The year-long sales drive celebrates M-G-M's entry into 16mm, the first of the majors to do so commercially, and has for its object the general expansion of the 16mm field.

286 Outdoor Theatres Listed on Air Charts

The latitude and longitude of 286 drive-in theatres' locations in 36 states have been added to aeronautical charts as prominent landmarks, it was announced by Theatre Owners of America.

The TOA had been requested by the Aircraft Owners and Pilots Association late last year to help secure the exact latitude and longitude of the outdoor houses as aids to flyers at night.

Compo

(Continued from page 1)

that gives more news about the movies and the attractions at local theatres. This can be an important means of bringing people out of their homes."

The TV claim cited by COMPO was made at a seminar of retailers in Washington by Oliver Treyz, president of the Television Bureau of Advertising.

Treyz is reported to have cited a survey showing that families in TV cities devoted 55 minutes to newspaper reading compared to one hour and 58 minutes in non-TV cities and in contrast, pointed to Nielsen figures showing that the average TV home watched TV six hours per day in January, 1955.

Sees Papers Losing Readers

Asserting that newspapers are not getting today the young readers they once did, Treyz is reported to have drawn this damaging conclusion:

"It is because these young people have never developed the department store habit that the percentage of retail business done by the department outlets has been going down. Wanamaker's probably closed in New York because of the aging of its customers."

Continuing, the ad says:

"Again we urge newspapers to give their most vigorous support to all legitimate activities that call for people to leave their homes. As we pointed out in our last talk, the living room is not a point of sale, and retail advertising in newspapers will have little effect if readers remain indoors and never go out where goods are sold."

Closed Circuit

(Continued from page 1)

is said to be similar to sales of broadcast network facilities and a departure from the single telecast contract heretofore customary in closed-circuit and introduces a new type of relationship between a closed-circuit company and its customer.

The first program under the new TNT-SKF contract will be a telecast on May 9 to 36 cities in the recently established TNT Tele-Sessions 41-city closed-circuit network. This is the third time Smith Kline & French has utilized TNT's large screen closed-circuit facilities and the most number of times a single customer has used a closed-circuit TV company. The last SKF telecast by TNT on February 9 to 23,000 doctors in 32 cities led to the present long-term contract. Plans call for additional telecasts during the remainder of the year.

Mexican Distributor In So. America Deal

MEXICO CITY, April 7.—Peliculas Mexicanas, a large independent distributor of Mexican pictures in Mexico and abroad that was recently converted into a semi-official organization, has announced that by June it will totally control Mexican film distribution in Central and South America with all producers interested in those markets joining it, through subscriptions to stock that will increase its working capital to $800,000.

Peliculas is to open exchanges in Puerto Rico, the Dominican Republic, Cuba, Venezuela, Colombia, Chile, Brazil, Peru, Ecuador, Bolivia, Uruguay and Paraguay.

Army Plan

(Continued from page 1)

to leave the Defense Department for some time, and hope to have the matter pretty well wound up before he leaves," one industry official declared today. "We're trying to come up with a new proposal very soon," he said.

The industry and Swan did work out one plan for cutting down military theatre competition with private theatres, but the Armed Services rejected his plan.

Thus far, no successor has been named to fill the post which Swan is leaving on April 30.

The sales managers committee of the Motion Picture Association of America, at a meeting held yesterday at the Paramount Pictures home office board room, approved a report made by chairman Morey Goldstein, chairman of the group, on the progress made in discussions with the Defense Department over film clearance for military theatres.

Paved the Way, Says Goldstein

Goldstein described the kinds of arrangements which might be acceptable to the armed services and exhibitors on the question of distribution arrangements for the theatres in the Armed Forces installations. The sales group's chairman stated that the meeting had provided the basis for a continuation of the anticipated discussion with the Department of Defense and exhibitors on a basis, which, he felt, would be entirely satisfactory to all concerned.

Industry Census

(Continued from page 1)

officials have started follow-up checks to get replies from the tardy firms. Then starts the arduous job of editing and tabulating the replies.

Bureau spokesmen said the present plan was to skip any preliminary totals this time, in the hope that the final figures wouldn't be too long delayed. They said their present schedule looked something like this:

Hope to Finish This Year

This fall, they'll start releasing some of the individual state figures. They hope to have all of these out by the end of the year. By the end of the year they also hope to have some nationwide totals—not in complete detail but some of the highlights for each branch. It will be well into next year before they have the nationwide totals in complete detail.

And—the Bureau officials emphasize—this is all subject to delays resulting from tardy questionnaires, manpower cuts, sidetracking for higher priority jobs and the like.

Para. Looked Into A Crystal Ball

Grace Kelly as winner of the Academy Award for her performance in Paramount's "The Country Girl" is "Life" Magazine's cover girl for the April 11 issue because the Paramount publicity department, confident that she would win the "Oscar," arranged with "Life's" photographer to have the color portrait shot Feb. 9, seven weeks in advance of the Award ceremonies.

Technical Papers At SMPTE Meet Now Total 70

More than 70 technical papers have been accepted for presentation at the 77th Convention of the Society of Motion Picture and Television Engineers on April 18-22 at the Drake Hotel in Chicago, it was announced this week by Byron Roudabush, convention vice-president. This is the largest number of convention papers ever presented since formation of the society in 1916, he said.

Emphasis on 16mm

Although emphasis in the program is on 16mm films, particularly non-theatrical motion pictures, 35mm and the new wide-screen processes will not be overlooked, Roundabush made clear. A symposium on wide-screen photography has been scheduled for Thursday morning, April 21, at the State-Lake Theatre. Included in this session will be a paper by Earl I. Sponable and H. E. Bragg of 20th Century-Fox on "Improvements in CinemaScope" and a paper entitled "The VistaVision Process" by Academy Award winners Loren Ryder and Jack Bishop. C. R. Daily, also of Paramount Pictures, collaborated on this paper. A VistaVision demonstration will be made using both double-frame as well as standard-size VistaVision release prints.

In addition, another wide-screen session has been scheduled for Friday afternoon, April 22. Among the papers to be presented during this session are "Historical Notes on Large Screens, Wide Screens and Cycloramas; Some Little Known Facts" by Julius B. Postal of Tele-Science Productions, New York, and "Evaluation and Reaction to New Processes of Motion-Picture Presentation" by Lucien E. Pope, Fox Midwest Amusement Corp., and Richard H. Orear, Commonwealth Theatres, Inc., Kansas City.

Television on Wednesday

Other sessions line up as follows: Sound, Monday afternoon; non-theatrical motion pictures, Monday evening and Tuesday; television, Wednesday; high speed photography, Thursday morning and afternoon; laboratory practice, Thursday afternoon; illumination, studio and process, incandescent, Friday morning, and screen brightness, Friday afternoon.

An equipment exhibit will be held in conjunction with the convention. Seventeen exhibitors will display the latest in motion picture and TV equipment. Exhibits will be open Monday through Thursday afternoons, April 18-21, and Friday morning. Those companies exhibiting are: Ampex, Bell & Howell, Camera Equipment Co., Andre Debrie of America, Film Services, Inc., Florman & Babb, Houston-Fearless, Kling Photo Corp., Motion Picture Printing Equipment, Pathe Laboratories, Precision Laboratories, RCA, S.O.S. Cinema Supply, Stancil Hoffman, Vanguard Instrument Co., Westrex Corp. and Wollensak Optical Co.

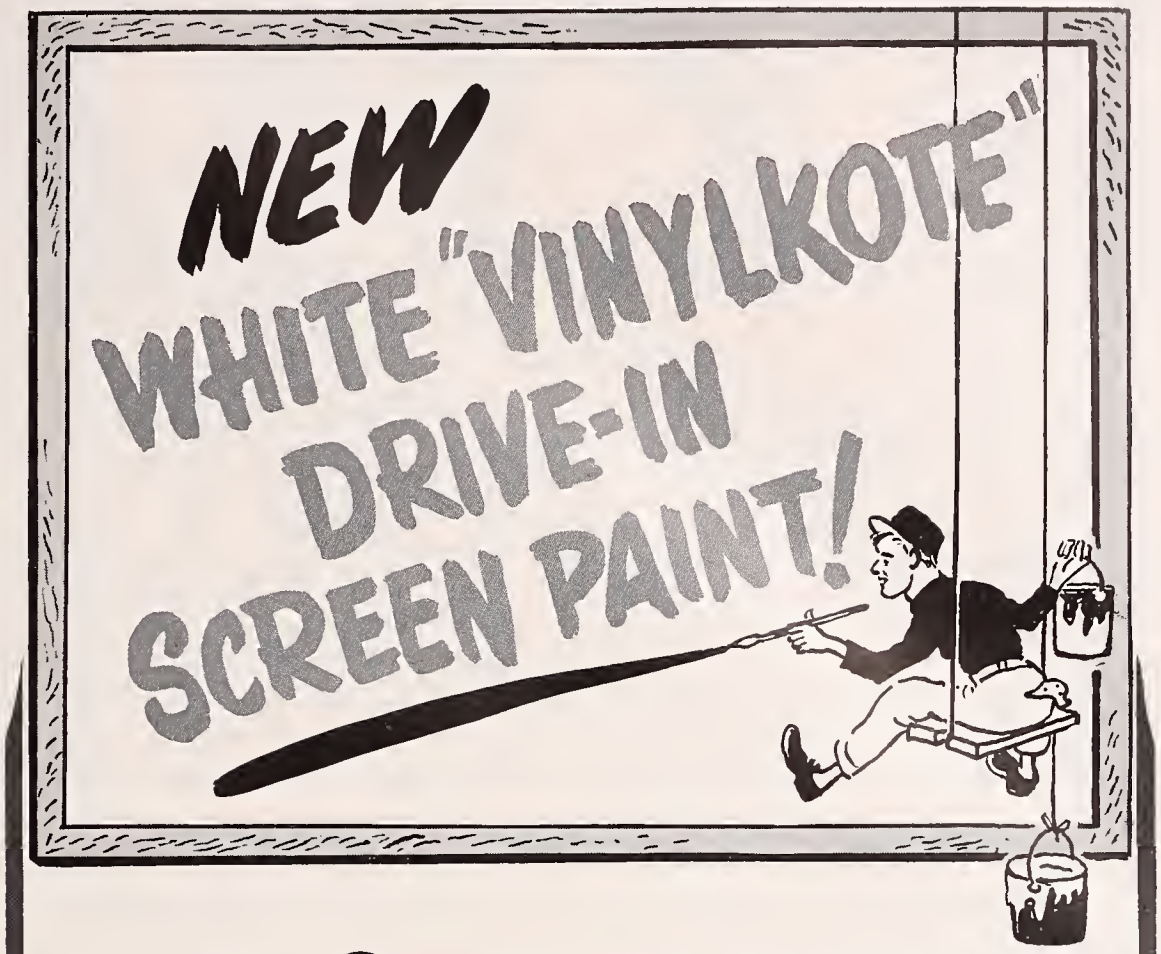
Program Set for Women

A ladies program has also been planned. It includes trips to such points of interest in and around Chicago as the Art Institute, the Mill Race Inn at Geneva, and the Little Traveler.

Mass. Projection Booth Bill Rejected by House Group

Special to THE DAILY

BOSTON, April 7.—The House bill petitioned by Joseph Wisnioswki of Chicopee and asking for two licensed operators in a projection booth when a film of more than 16 millimeters and more than 10 inches in length is used for the continuous exhibition of motion pictures, has been reported adversely in committee, after which the House accepted the committee's report.



THE *Sensational* RAYTONE
WHITE DRIVE-IN SCREEN PAINT

. . . is truly the most outstanding drive-in screen paint that has ever been developed by modern science. A gigantic stride in surface technology now permits Raytone to offer a paint for asbestos, concrete and flexboard screens with properties never before expected in a paint so simple to apply.

SEE THESE *Amazing* FEATURES!

- Can be applied over any painted or unpainted surface.
- Can be applied by brush or spray.
- Has excellent hiding properties; one gallon covers 400 sq. feet!
- Brushes come clean in warm soap water.
- It will not scale, crack or blister.
- Can be applied even in damp weather.
- Dries in just one hour.
- It is durable, flexible and has terrific adhesion.
- Has no offensive odor.
- Has very high light reflectance.
- It is absolutely non-yellowing.
- It is completely washable.
- It is thinned with water.

Once again Raytone is pleased to be FIRST *with the* FINEST. *You too will be delighted with the results of our research laboratory's efforts. Contact your regular theatre supply dealer or write to:*

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Motion Picture Daily Feature Reviews

"Bedevilled"

(M-G-M)

(CinemaScope) *Hollywood, April 7*

SELF-CONFLICT between the flesh and spirit of a man destined for priesthood when he meets an attractive girl in serious difficulty provides the basic interest for this action-filled story.

Steve Forrest emerges as a highly impressive personality in the co-starring spot, while Anne Baxter suffers through a tedious, uncomplimentary role that fails to arouse sympathy for her plight. Forrest registers strongly as a pillar of heroics and should be rewarded with top-line marquee rating from here on. His is that rare specie of "new face" that spells money in the box-office.

Filmed in Paris, the locations and colorful backgrounds selected by director Mitchell Leisen were tailored for CinemaScopic dimensions, adding immeasurable intrigue to his bid for suspense. Outstanding among these were scenes photographed in the spacious interior of Napoleon's tomb and one in a church during services.

Among the foreign players employed, Victor Francen is a standout as Father Du Rocher, a Catholic priest concerned with Steve's behavior and decision to become a priest on his own free will.

Jo Eisinger's story and screenplay has the advantage of Henry Berman's production values to cover up superfluous situations and some obviously contrived motivation. The action gets under way when Forrest, on a three-day holiday in Paris before entering a French seminary, suddenly finds himself sharing a cab wth Miss Baxter, who is in an apparent nervous state of mind. She tries to prevent him from getting involved in her troubles, but he persists, though ignorant of her problem, to offer assistance.

The chance meeting develops into a lengthy campaign on Miss Baxter's part to escape from paying for the murder of a man with whom she was living before discovering he was married, while Steve tries to ward off the murdered man's brother from avenging the crime by protecting her from a similar end.

Tormented by the realization that an impetuous adolescence has brought her into this sorry state, and the knowledge that the man she has fallen in love with has a stronger will to serve God, she finds escape by submitting herself to the bullets of the avenger's henchmen. In a pertinent closing scene, Steve, among other students at the seminary, is told what it means to become a priest.

Running time, 85 minutes. Adult audience classification. Release, in April.

SAMUEL D. BERNS

"A Bullet for Joey"

(United Artists)

AN atomic spy story, starring Edward G. Robinson and George Raft, is offered in this Samuel Bischoff and David Diamond production. Set in Montreal, the picture at times builds sufficient suspense and action to satisfy the melodrama film fans.

The twin billing of Robinson and Raft is another asset, an asset which could have been better utilized if the two competent actors were given a better script and faster-paced direction. At times, though, the suspense growing out of the two pitted against each other, detective Robinson of the Royal Mounted Police versus gangster Raft, offers some absorbing moments.

The film opens with Raft in Lisbon, exiled from the U. S. for his shady past. While there, an international spy makes a proposition to him, offering him a huge sum of money for the kidnapping of an atomic Canadian scientist. The scene shifts to Montreal, where Raft rounds up his old gang from the States, and begins the job, his employers apparently being Russian agents.

A series of murders brings detective Robinson into play. He handles his job of sleuthing with a good deal of acumen, aided by the modern crime laboratory of the Royal Mounted Police. The prize of all the plotting and counter-plotting is atomic physicist George Dolenz, who is characterized as a whiz in physics, but quite naive when it comes to women, a facet of his personality which nearly proves his undoing.

Raft's former moll, Audrey Totter, uses her wiles to entrap Dolenz, only later to find out that she has fallen in love with him. The film builds to a climactic end with the spy ring exposed, Raft killed, and physicist Dolenz saved.

Lewis Allen directed and Geoffrey Homes and A. I. Bezerids did the screenplay based on a story by James Benson. Others in the cast include Peter Van Eyck, Karen Verne, Ralph Smiley, Henir Letondal, John Cliff and Joseph Vitale.

Running time, 86 minutes. General audience classification. For release in April.

MURRAY HOROWITZ

"The Eternal Sea"

(Republic)

A WARM, sentimental story emerges from this Republic presentation, based on the life of Rear Admiral John M. Hoskins, of World War II fame. Starring Sterling Hayden, Alexis Smith and Dean Jagger, it should find a sympathetic audience.

The plot spans the period from immediately prior to World War II to these post-Korean war years. It tells of the uphill struggle of Hayden, portraying Hoskins, to gain command of a Naval carrier, despite the loss of one of his legs. That, among other struggles of Hoskins, carries the picture forward.

Playing the role of the understanding wife is Miss Smith, while Jagger portrays Hayden's friend, Vice-Admiral Thomas L. Semple.

Apparently mounted with a modest budget in mind, the picture is weakened somewhat by the long span of time covered in its plot. More action shots of aerial combat and sea duty could have been used to advantage. The over-all effect, though, is enjoyable and it should do satisfactory business.

Hayden, as Hoskins, is a captain, eager to win command of his own ship when the picture opens. Immediately the audience is introduced to his family, setting the human tone which grows as the film unfolds. He loses his coveted command of the Naval carrier "Hornet" when it is sunk early in the war. Assigned to land-duty, the training of pilots, he carries this job off effectively before winning command of the "Princeton." On this carrier he loses his leg from a wound when the ship is sunk in the Philippine invasion.

Then, Hayden, always playing his role with effective restraint, finds himself in a successful, though difficult struggle, to resist retirement despite his wounds. Finally, he wins command of the new "Princeton." Following the war, he sees the need for carrier-based jet operations and, overcoming Pentagon caution, he demonstrates that it can be done, an operation which later is brought into play in the Korean conflict. His last assignment is that of directing the rehabilitation of permanently disabled men, a task which he takes upon retirement.

John H. Auer was producer-director, while Allen Rivkin did the screenplay, based on a story by William Wister Haines. Others in the cast include Ben Cooper, Virginia Grey, Hayden Rorke and Douglas Kennedy.

Running time, 103 minutes. General audience classification. Release date, not set.

M. H.

"Heartbreak Ridge"

(Tudor Pictures)

THERE have been other documentaries on the Korean War, but it is doubtful that any can compare with "Heartbreak Ridge." This is a superbly photographed account of the role played by the French troops of the United Nations forces. Unfortunately for exhibitors, most audiences today may not be keyed for the reception of another Korean documentary, especially one having to do with the French; but with proper exploitation and word-of-mouth praise, "Heartbreak Ridge" should do very nicely in the selective theatres. It could also win a few prizes when that time rolls around again.

Filmed in Geva-color under the auspices of the French Ministry of Defense, the picture features members of the French Battalion playing themselves in a simple but extremely effective narrative outline. The center of interest is a young lieutenant, newly arrived in Korea, who longs for action at the front.

At first he is saddled with the dull routine of liaison work in Seoul. When he gets his chance to go to the front, it is as commanding officer of a tough company made up of veterans of 15 years' service all over the world. How the lieutenant, nicknamed "Babyface" by his troops, finally wins their respect forms the core of the film, the climax of which is a smashing assault on an enemy position in which the lieutenant wins his red badge of courage.

The excellent camera work, under the direction of Henry Decai, beautifully catches the impact of the various battle scenes as well as the feel of the rugged terrain in bleak winter and verdant spring. There are also some fine shots of war-devastated Seoul, its abandoned imperial palace and its slums. The performances are little short of remarkable for non-professionals—easy, free and devoid of the usual documentary self-consciousness. This includes the appealing performance of a little, light-fingered Korean orphan, adopted by the battalion as its mascot.

In "Heartbreak Ridge" producer Rene Risacher and director Jacques Dupont have what is easily one of the best films of its type seen in recent years. The French dialogue has been comprehensively translated through a running English narration and occasional subtitles. Tudor Pictures is the American distributor.

Running time, 86 minutes. General audience classification. Release date not set.

"Crashout"

(Filmakers)

IF one can imagine the bumbling, vocally clumsy William Bendix of the stage, screen and TV in a really strong role, then one can appreciate the attraction of "Crashout," in which the actor does justice to a part which might set off for him a new career should he want it.

Bendix heads a vicious band, consisting of Arthur Kennedy, Luther Adler, William Talman, Gene Evans and Marshall Thompson. The desperate team breaks out of a prison and heads for a cache of hidden money. As anticipated, their adventurous exploits en route to the loot terrorize the countryside, as, one by one, the group decreases in quantity while at the same time growing in brutality.

A standout episode revolves around the lissome Beverly Michaels and Kennedy. Thompson figures in an offbeat romantic sequence, too. There's a taut, suspense-laden finish as Bendix and Kennedy, the sole survivors, finally approach the hiding place.

This is not recommended for squeamish audiences.

Presented by Irving H. Levin, production is by Hal E. Chester and direction by Lewis R. Foster with the script by Chester and Foster.

Running time, 82 minutes. Adult audience classification. Release date not set.

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 77. NO. 70 NEW YORK, U. S. A., MONDAY, APRIL 11, 1955 TEN CENTS

TOA Urges Round-Table First; Willing to By-Pass Arbitration

Creates First Solid National Exhibition Front in Many Years; Martin Wonders If There Will Be an Arbitration Agreement

Theatre Owners of America urged the calling of an industry round-table conference "forthwith," without waiting for agreement on arbitration, in a change of policy statement issued here at the weekend over the signature of E. D. Martin, president of the exhibitor organization.

The four-page statement, which contained blistering attacks against distribution, thus lined up TOA with Allied States Association in demanding the immediate call for an industry round-table conference.



E. D. Martin

The statement, issued in the wake of the meeting here of top TOA leaders, also painted a bleak picture on the progress made in arbitration negotiations, seriously throwing into question whether an agreement on an arbitration system would ever be reached.

TOA president Martin began the statement by decrying "the unreasonable and unbearable film rentals and the inequitable conditions of licensing being demanded by distribution."

The architect of the proposed industry conference, 20th-Fox's

(*Continued on page 7*)

Can This Be TOA?

Theatre Owners of America, which until recently refused even to discuss trade practices, raised industry eyebrows with the following paragraph in the statement of president E. D. Martin:

"Distributors' profits are greater than ever. Yet they continue ruthlessly on their gouging ways. They either do not know, or do not care to know, that every successful revolution of importance was accomplished by a handful of men. That will be the story in this industry if the distributors do not awaken from their dreamworld and take heed of the justifiable complaints of their customers."

Ben Goetz to M-G-M Studio

From THE DAILY Bureau

HOLLYWOOD, April 10. — Ben Goetz, chairman and managing director of M-G-M British Studios, Ltd., for the past 10 years, will come to the Culver City studio in an executive capacity in the near future, it was learned.

Details of Goetz's new duties could not be ascertained nor could it be determined whether the appointment is a result of the study of M-G-M production which Nicholas M. Schenck, president, recently directed Arthur Loew, president of Loew's International, to make.

"Motion Picture and Television Almanac" lists Goetz as a native New Yorker who entered the industry in

(*Continued on page 6*)

Faught, Starr in D. C. To Debate Toll TV

From THE DAILY Bureau

WASHINGTON, April 10. — The National Press Club formally announced its long-planned luncheon debate this Thursday on subscription television.

The debate will pit Millard C. Faught, consultant for Zenith Radio Corp., against Alfred Starr, co-chairman of the joint committee against toll-TV.

3-Fold Program

Zanuck Tells 20th Plans to BuildAudience

Will Acquire Pre-Sold Properties; To Use TV

By MURRAY HOROWITZ

A three-fold audience-building program, to be adopted by 20th Century-Fox, was outlined here at the weekend by Darryl F. Zanuck, vice-president in charge of production.

The program calls for:

¶ Greater emphasis on the acquisition of pre-sold properties;

¶ Development of new screen personalities;

¶ Production of television shows designed to promote theatrical film releases.

Part of the program also calls for the de-emphasis on casting of recognized personalities in certain respects, Zanuck pointed out. He acknowledged that getting the right player and the

(*Continued on page 6*)

Loew's Int'l Reveals Its 'Hall of Fame'

The third annual "Hall of Fame" awards of Loew's International Corp., were announced at the weekend by Morton A. Spring, first vice-president. Honors for 1954 went to Ava Gardner, "Star of the Year"; Edouard Sasson (manager of M-G-M of Lebanon) "Distributor of the Year," and Manuel Angel Fernandez (operator of the Roxy and Estrella Theatres, Mexico City) "Exhibitor of the Year."

Photographs of the three award

(*Continued on page 6*)



Quigley Publications Photo

Darryl F. Zanuck and Charles Einfeld shown at press conference here on Friday.

Zanuck Reports 21,000 Installations

Improved C'Scope Due Soon

Continuing technical improvements in CinemaScope are expected to be in readiness for a demonstration reel this summer which will show "some rather startling developments" through corrections made in lenses and adjustments in cameras, Darryl F. Zanuck, 20th Century-Fox vice-president in charge of production, told a press conference at the company's home office on Friday.

Zanuck, who returned recently from an extended European visit, left New York for the Coast on Saturday.

Flanked at the interview by Charles Einfeld, vice-president in charge of advertising-publicity, Zanuck reported that CinemaScope installations are continuing at an undiminished rate at home and abroad.

"It is obvious," Zanuck said, "that CinemaScope has become a fixed standard throughout the world."

The continuing research on and development of CinemaScope, he said, at

(*Continued on page 6*)

See Page 4 for Toll TV Reaction

A cross-section of the public reaction to the possibility of subscription television becoming a reality indicates that the "man in the street" attitude appears to be split. Some of the preliminary correspondence received by the Federal Communications Commission in Washington is revealed in a summary story on page 4. Reasons for and against the medium are expressed in letters and post cards to the FCC.

Personal Mention

ADOLPH ZUKOR, chairman of the board of Paramount Pictures, is scheduled to return to New York this evening from a three months visit to the Coast.

•

HORACE S. THOMAS, sales manager of Eastman Kodak Co., and MRS. THOMAS left New York Saturday for Cannes aboard the "Cristoforo Colombo."

•

MORRIS HELPRIN, of London Film Productions, will leave New York today for England via B.O.A.C. Monarch.

•

GENE KELLY arrived in New York from the Coast with his daughter on Saturday and left here yesterday for Paris.

•

ANTHONY Z. LANDI, executive vice-president of Parsonnet & Wheeler, TV film producers, left New York at the weekend by plane for Europe.

•

JOHN L. DAMM, former owner of a West Palm Beach drive-in, has been named manager of the Princess Theatre, Mt. Dora, Fla.

•

ELIA KAZAN, director, sailed from New York aboard the "Cristoforo Colombo" on Saturday for Naples.

•

ALLEN M. WIDEM, motion picture editor of the "Times," of Hartford, has returned there from Los Angeles.

•

TALBOT JENNINGS, screen writer, has left New York via Italian Airlines for Rome.

•

ANATOLE DE GRUNWALD, producer, left New York on Friday for London via B.O.A.C.

•

WILLIAM ZIMMERMAN, film attorney, will leave here by plane today for England.

•

LEE MOSEL, screen writer, left here yesterday for London via B.O.A.C.

•

RUDY VALLEE will leave here by plane today for Bermuda.

SuperScope for All Grainger Pictures

HOLLYWOOD, April 10.—Edmund Grainger Productions, Inc., and SuperScope, Inc., over the weekend completed negotiations for all six of Grainger's forthcoming productions to be produced in SuperScope wide screen process. Edmund Grainger and Joseph and Irving Tushinsky, heads of SuperScope, completed the agreement. In addition to SuperScope, Grainger announced that all six of his forthcoming productions would be in color. First film, "The Treasure of Pancho Villa," begins filming on April 18 in Mexico, with Rory Calhoun, Shelley Winters, Gilbert Roland and Joseph Calleia in leading roles.

B'way Looked for Top Holiday Grosses

The Passover and Easter holiday and fair weather, combined with the crowds which clogged mid-town New York, sent Thursday and Friday grosses at Broadway theatres soaring, according to exhibitors who anticipated "bigger and better" business over the weekend and throughout this week because of the school vacation.

A "very big" weekend business was expected by the Radio City Music Hall as representatives of that Broadway showcase estimated $115,000 for the four days, beginning Thursday, along with crowds lining up to see M-G-M's "The Glass Slipper" and the Hall's Easter show.

The Roxy Theatre, which is presenting 20th Century-Fox's "A Man Called Peter" as its Easter attraction, reported at the weekend that "business was a big improvement" on Thursday and Friday.

'Battle Cry' Strong

At the Paramount Theatre, where Warner Brothers' "Battle Cry" is in its 10th week, business for Thursday and Friday was reported to be "very good."

According to reports from Loew's theatres, business on Thursday and Friday at the State Theatre, where M-G-M's "Blackboard Jungle" is the attraction was very good with the same situation prevailing at the Capitol Theatre where Columbia's "The Long Gray Line" completed its run on Friday. On Saturday, United Artists' "The Purple Plain" was brought in as the Capitol's Easter attraction.

Fabian to Europe For Cinerama Survey

S. H. Fabian, Stanley Warner head, sailed on the "S.S. United States" on Saturday for a survey of European exhibition and production opportunities for Cinerama. Audiences in Milan, Paris and Rome will soon see the process which now is showing in Tokio, Osaka, London and, under the auspices of the State Department, in Damascus and Bangkok.

Mrs. Fabian accompanied him on the trip that will include England, France, Holland and Israel.

IA District Convention

CHATTANOOGA, April 10.—The 27th convention of District No. 7 of the International Alliance of Theatrical Stage Employees will be held here at the Patten Hotel on June 27-28, it was announced by district secretary-treasurer R. E. Morris. This district comprises IA locals in Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee.

M-G-M Has Seven

By mid-May, M-G-M will have seven pictures booked or playing in Broadway theatres here, it was learned. The seven films, including those currently being shown, are: "The Glass Slipper," "Blackboard Jungle," "Camille," "Bedevilled," "Interrupted Melody," "Love Me or Leave Me" and "The Prodigal."

Journal Committee Of N.Y. Variety Club Will Meet Today

Edward L. Fabian, Herman Gelber and Thomas Murtha, co-chairmen of the journal committee, will meet here today to complete plans for the journal which will be published in conjunction with the Variety Club of New York's second annual heart award dinner, honoring Richard F. Walsh, International president of the International Alliance of Theatre and Stage Employees. The dinner will be held in the Grand Ballroom of the Waldorf Astoria Hotel on May 2. Proceeds of the journal will go to the Variety Club Foundation to Combat Epilepsy, which supports the Variety Club Clinic for Children with Epilepsy at the Columbia-Presbyterian Medical Center.

Thirty on Committee

Committee members include George W. Brandt, James J. Brennan, Bernard T. Brooks, Walter Diehl, John Di Gangi, John Francavilia, John J. Garvey, Len S. Gruenberg, John Hall, Sr., Arthur Harvey, Jack H. Hoffberg, Martin Kornbluth, Ernest Lang, Martin Levine, Berman R. Maier, John C. McDowell, Arthur McGuinness, Maurice Miller, Larry Morris, M. J. Mungovan, James J. Murphy, Bernard Myerson, Benjamin Perse, Paul Press, Jay Rescher, Linford Risley, Donald R. Rood, Jack Rosenfeld, A. F. Ryde, Theodore C. Samuelson, William C. Scanlan, Izzie Schwartz, Cy Seymour, H. Paul Shay, Spyros S. Skouras, Allen G. Smith, George J. Waldman, Thomas Watson, George Waugh and Edward Webber.

3 in UA's Foreign Dept. in New Posts

Arnold M. Picker, United Artists vice-president in charge of foreign distribution, has announced three key appointments involving the company's operations in Latin America and Europe.

Arthur Ehrlich, formerly the foreign department's traveling auditor, has been appointed manager in Panama.

George Kallman, former manager in Panama, has been named to a similar post in Peru.

Isidro Rosenfeld, formerly manager in Peru, has been transferred to the Continental division in Paris.

Theda Bara, 64

LOS ANGELES, April 10.—Theda Bara, 64, who won world-wide fame as the original vampire of the silent screen, died here. Survivors include her husband, film director Charles J. Brabin, her mother and a sister. Funeral services were held Saturday in Beverly Hills.

O'Connell Services Held

CLEVELAND, April 10.—Funeral services were held today in suburban Maumee for Jack O'Connell, owner of the Loop Theatre in Toledo and the Paulding Theatre in Paulding. O'Connell died on Thursday.

RKO Circuit Earnings Up

Special to THE DAILY

WILMINGTON, Del., April 10.—Earnings of RKO Theatres Corp. for the first eight weeks of this year were slightly ahead of last year, it was stated in a report issued at the weekend by Sol A. Schwartz, president of the circuit. A slight recession was noted in March, said Schwartz, but he forecast a late summer upsurge as a result of strong forthcoming attractions.

At the annual stockholders meeting held here all directors were reelected and the stockholders approved the retirement of 583,977 shares of stock. The capital stock of the organization is thus reduced from 3,914,913 to 3,330,936 shares.

Reelected directors were, in addition to Schwartz, Theodore R. Colborn, David J. Greene, Dudley G. Layman, Albert A. List, A. Louis Oresman and Edward C. Raftery.

FPC Profits Down Slightly in 1954

TORONTO, April 10—The net profit of Famous Players Canadian Corp., for the year ended on Jan. 1, 1955, amounted to $3,384,825 or $1.95 per share as compared with $3,611,005 or $2.08 per share in 1953, it was reported in the annual report mailed to stockholders.

Income taxes amounted to $2,577,860 or $1.48 per share, it was noted by president J. J. Fitzgibbons who added that total taxes paid by the company and associates last year were $10,770,000.

A decrease in attendance at Famous Players theatres throughout Canada was attributed by Fitzgibbons to the opening of additional television stations, but the circuit head declared that he looked forward to the future with confidence because of Famous Players added interest in TV and other mediums of entertainment.

Operating Profit Down

Operating profit amounted to $6,241,121 and other income to $957,109, the annual report said, comparing the 1954 figures to $6,820,190 and $804,719 for the previous year. The depreciation provision amounted to $1,235,545 against $1,156,648 while the earned surplus at year end amounted to $19,722,017 against $19,116,507.

The Famous Players financial position, according to Fitzgibbons, is good with working capital at Jan. 1 totalling $8,712,836 and ratio of current assets to current liabilities more than six to one. Investments in subsidiary and affiliated companies are reported to be $5,341,132.

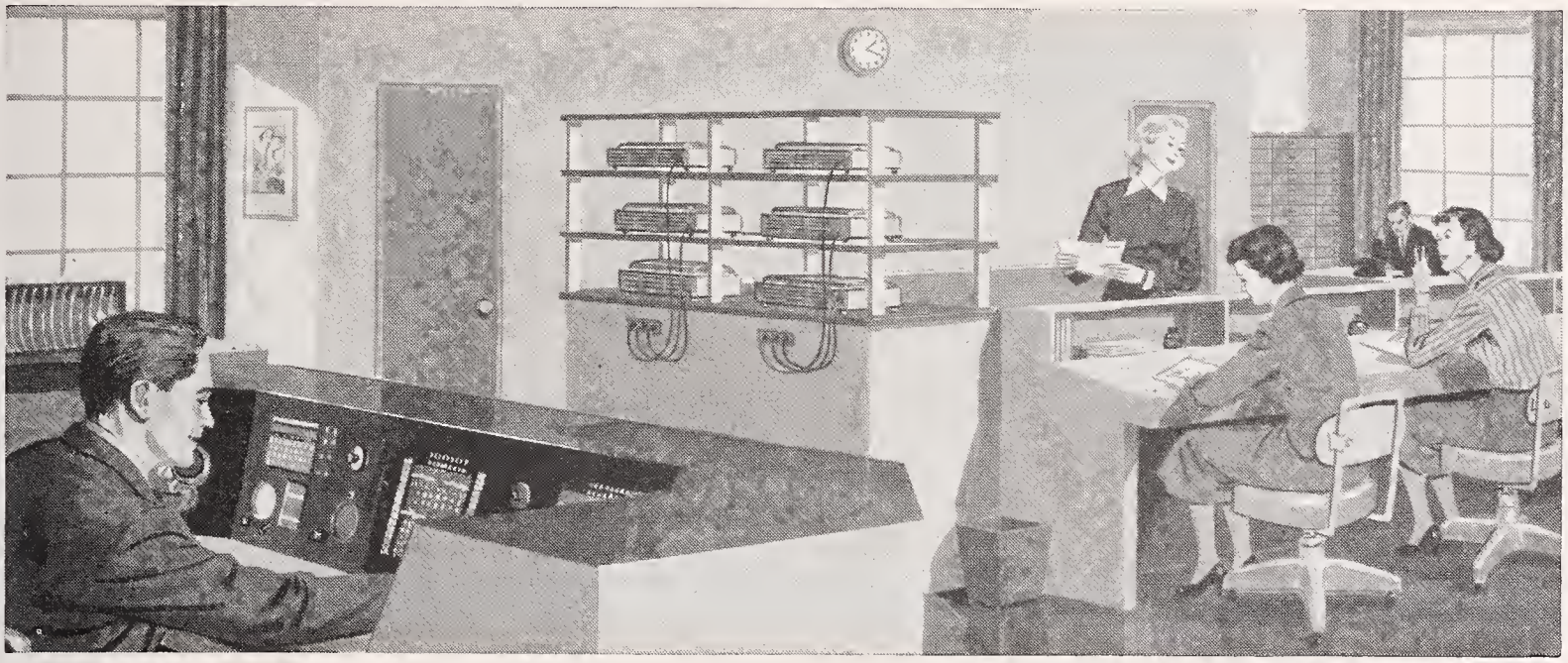
IA Group to Meet

ATLANTIC CITY, April 10. — District No. 14 of the IATSE which is comprised of locals throughout New Jersey will meet at the Town Tavern here on May 22, it was announced by district secretary-treasurer Thomas V. Green.

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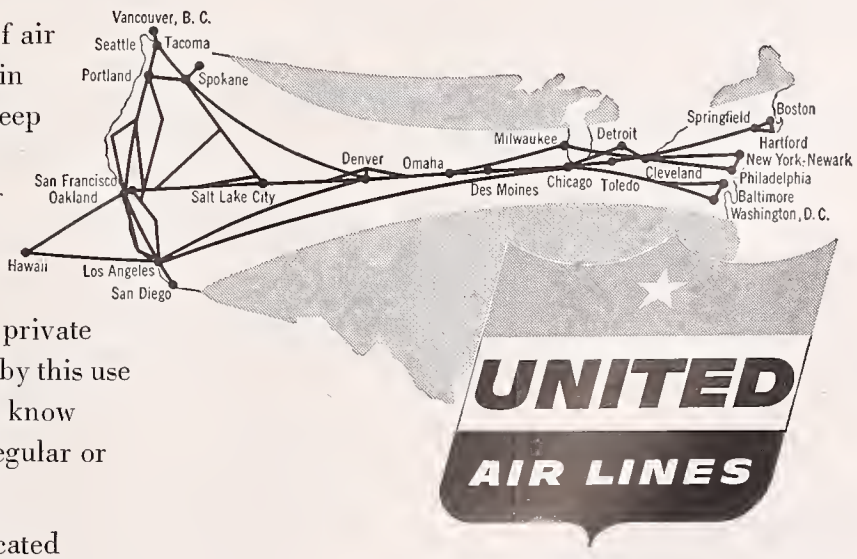


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FCC Reveals Early Reactions to Pay-TV

Public, to Date, Divided on Issue

By J. A. OTTEN

WASHINGTON, April 10.—With the deadline for filing comment on subscription television proposals still a month off, the Federal Communications Commission already has several earsful of advice from people all around the country.

Several hundred letters and postcards, mostly from "plain ordinary set-owners," have poured into the Commission, and as of the moment, the score is just about "even-steven" on whether the commission should or should not approve toll-TV.

The early mail on the subject was overwhelmingly opposed to subscription television, a perusal of the docket files indicates. Then the mail started swinging heavily in favor of toll TV, especially after the "Newsweek" magazine discussion of the subject. Now it's running fifty-fifty, except for occasional spurts one way or the other in obvious response to suggestions from local theatre owners or local Zenith dealers to write the Commission on the subject.

Congressmen Contacted

Many of the letter writers have also written their Congressmen, who are passing along correspondence received from constituents. Only one lawmaker, Senator Malone of Nevada, took sides on the issue. He endorsed it, declaring that "this will benefit greatly my state of Nevada." Present deadline for comment is May 9. Most of the parties to the case will wait until that date to file.

The writers of the letters and postcards against toll TV usually argue that they have already paid enough buying their sets and don't want to pay any more. They declare that "the airwaves should remain free," and declare that toll TV would especially hurt retired people or shut-ins living on small incomes and other low-income taxpayers.

The proponents of toll TV declare that it is necessary to bring good programs into the homes. Frequently they attack the motion picture theatre owners as "selfish."

'Enough Taxes Now'

Says D. H. Beldin, of Bromley, Mass., one of the opponents, "It would seem to me we have enough taxes now." Mr. and Mrs. Ralph J. Stauffer of Reading, Pa., sent in a postcard headed "Emancipation Proclamation," declaring that "when and if pay-as-you-see television goes into effect, I'll get rid of mine and go back to radio." Mrs. H. Wycoff, of Newark, states that "for years television has gotten along without the coin system and I think it should continue."

Mrs. S. R. Tully of Quinwood, W. Va., warns that if the FCC approves toll TV, "they will take television right out of the lives of those who need it most—retired people living on small incomes." Mrs. Pearl V. Flint of Hillsboro, N. H., says "that is about the last straw. Too bad they can't put meters on our nostrils and tax us for the air they are afraid we are breathing free."

W. B. Huddleston of Beaumont, Tex., declares that "these channels belong to the American people and should be used to their advantage and not for the profit of some corporation." Irene, Merle and Rupert Haskins of Kansas City add that "we hope you turn the request down. Repairs and upkeep are enough without this new charge."

Some Want It

Here are some typical comments of those endorsing toll TV: Robert E. Walters of Brookfield, Ill., says "I believe it will improve programs and I hope it may eliminate tiresome and repetitious commercials." Mr. and Mrs. George Kira, of Richmond, N. Y., report they have refrained from buying a TV set because present programs are so poor, but that toll TV would bring programs "of a more selective type." Helen Flynn of Matapan, Mass., says "I am heartily and enthusiastically in favor of it. I could see many new plays, opera and movies that I could probably never see if they weren't shown that way."

Many of the proponents attack theatre operators, indicating the magnitude of the public relations job ahead of the Joint Committee Against Toll-TV. Byron Bentley, president of the National Theatre Arts Council, writes that it would serve the public by providing new entertainment and would give more work to Hollywood film producers and all persons engaged in the entertainment industry. "Motion picture theatre exhibitors are the only ones concerned with our entertainment industry who create nothing," he adds. "Yet they are trying, for their own selfish benefit, to limit the creative potential of all stage and film producers by permitting them no outlet but movie theatres."

Allan MacDougall, Jr., of Beverly Hills, writes: "Remember, the movie exhibitors are fighting for their own selfish interests." James O. Allen of Pomona, Calif., adds that "the fact that the motion picture theatre owners are against the idea is an indication in its favor." E. C. Mills of Los Angeles says the argument of exhibitors "should be suspect."

Hardy Burkes of Los Angeles sent along 50 signatures he collected favoring toll television and declared that only two people he approached refused. William C. Holtz of Portland counters with a petition from over 100 people, declaring that only three people he contacted favored toll-TV.

Retailer Group Opposes

The Florida State Retailers Association writes against toll television, and the Medical Audio-Visual Institute of the Association of American Medical Colleges says that toll TV will help develop TV as a medium for postgraduate medical education. Several broadcasting stations write in against the system, while several others argue that toll-TV will mean their salvation.

The National Association of Television Advertisers says it is "violently opposed" to toll TV, but the head of the Pittsburgh Steelers Football Club says it's the only way to keep many athletic groups going.

Some Are Mimeographed

The effect of organized letter-writing campaigns is apparent in the docket. Someone in Maine mimeographed and distributed statements against toll TV, and these poured in to the commission signed by individual citizens. A flood of letters from Drumright, Okla., against toll TV apparently followed a campaign there by W. J. Smith, manager of the Tower Theatre. On the other hand, Zenith stockholders and Zenith dealers and distributors are obviously at work on the other side. For example, there's a message from Zenith distributor Albert Mathias & Co., Inc., in Albuquerque, to all of his Zenith dealers, urging them and their friends to write the Commission and Congress.

Based in Bangor, Me.

New England Group Formed To Fight Pay-As-You-See TV

The newest addition to the ranks of active groups opposing pay-as-you-see TV was announced at the weekend by Leon P. Gorman, of Bangor, Me., chairman of New England Broadcasters for Free-TV.

This newly formed group will coordinate activities of radio and television station personnel in Maine, New Hampshire, Vermont, Massachusetts, Rhode Island and Connecticut aimed at demonstrating to the Federal Communications Commission that Pay-TV is not in the "public interest."

Gorman, general manager of WABI and WABI-TV in Bangor, has stated that he has made a personal study of the subject and for years has been in opposition to any telecast system which threatens sponsored programming as now presented by networks and individual telecasters.

"Once the 'coin-box boys' get their foot in the door," Gorman predicted, "you will see TV, as we know it today, disappear because pay-as-you-see TV simply has to have public acceptance—even more so than programs received free-of-charge.

'They'll Raid the Networks'

"And where are they going to find public acceptance? Right on your own TV dial where Jackie Gleason, George Gobel, Arthur Godfrey, 'I Love Lucy,' Ed Sullivan, 'Hit Parade' and all the other top attractions entertain millions without charge. They'll raid the networks," Corman stated.

"Gleason, himself, predicts that in a few years nearly all TV programs will be pay-to-see. A gloomy prospect for the average set-owner who will be forced to spend his hard-earned money just because a few 'do-gooders' are trying to save him from what they imagine is the dreadful ordeal of looking at 'commercials.'

"The actual fact is that more than 2,000 radio stations were born, nursed and financially matured despite nonsensical implications now being circulated trying to prove that the American public is up in arms over commercials. But the truth is that 'commercials' won public acceptance in radio and repeated the process in television," Gorman said.

Sees Choice Up to Viewer

"It's as simple as this," he continued; "if you like them (commercials) you look; if you look, you buy. Obviously, the reverse is also true and no successful merchant will continue spending good money for bad 'commercials.' When he does, he'll cease to be successful."

Gorman said his organization would concentrate its efforts on consolidating opposition to pay-as-you-see TV among the many elements directly connected with the broadcasting industry and would co-operate with other "organizations for free-TV" units including retailers, hospitalized veterans, small businessmen, Chambers of Commerce, set-owner groups, etc.

This Exhibitor Wants Pay-TV Franchises

From THE DAILY Bureau

WASHINGTON, April 10.—At least one exhibitor says he may want to cash in on subscription television if it's authorized by the Federal Communications Commission.

John A. Blatt, of the Blatt Brothers theatre chain in Pennsylvania and New York, writes that "being fearful of the results to our theatre business with the coming of toll TV," he would like to apply for toll TV franchises for all the communities where he has theatres.

TV Set Production Was Up in Feb.

WASHINGTON, April 10.—Television set production was up in February, the Radio-Electronics-Television Manufacturers Association reported.

RETMA said February TV set production hit 702,514 receivers, compared with 654,582 sets in January and 426,933 in February, 1954. Of the February production, 101,217 sets had UHF tuning facilities.

'Marty' Opens Today

"Marty," the new Harold Hecht-Burt Lancaster motion picture production, will have its world premiere today at the Sutton Theatre here.





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Waiting for Stars Is Out, Zanuck Says

"Looking back," Darryl Zanuck said on Friday, "I think it might have been a mistake waiting for a particular star to become available, holding up the start of production, and then suiting the role to the star."

The 20th-Fox production head indicated there will be fewer instances, if any, of the kind under the new casting policy which he plans to inaugurate at the studio and which is described in the accompanying story in this issue.

CinemaScope

(*Continued from page* 1)

this stage involves only a "studio investment" in camera and film. Until they see the final results, Zanuck said, it will not be known whether an additional cost to theatres might arise but the company's aim will be to keep the improved system usable in all theatres presently equipped with CinemaScope or those to be equipped.

He said he was unable to divulge details of the improvements in work, while describing them as "new and exciting features." They will not be ready for use in actual production before the latter part of the year because of the time required to develop a camera of the size and proportions of CinemaScope. He stated specifically, however, that he was not referring entirely to the recently disclosed CinemaScope procedure involving the probable use of 55mm. film in production, subsequently reduced to 35mm.

Must Await Final Results

"There has been a new development since," Zanuck said. "It may not even be necessary now," he added "to make a roadshow version of our pictures, using the new system, as was thought likely for a time. However, we will not know definitely until we see the final results later on." The development, he said, involved a new, or third, version of one of the two present CinemaScope versions.

The improvements will be available to competing studios on the same basis as CinemaScope has been heretofore, Zanuck said.

As of April 7, he reported, there were over 21,000 CinemaScope installations, consisting of 13,070 in the domestic market, and over 7,400 in the foreign market.

Installations are continuing at the rate of 200 weekly, and by the year's end the total should exceed 30,000, Zanuck said. In West Germany alone, more than 1,000 installations have been completed, he pointed out.

Grosses Follow U.S. Pattern

Grosses for CinemaScope attractions abroad are following closely the pattern established here, exceeding grosses for standard 2-D films in about the same proportion, he said. It is common also for exhibitors, as CinemaScope installations are completed, to begin by playing "The Robe" and to follow up with each succeeding CinemaScope release thereafter, he said.

Fox to Develop New Stars

(*Continued from page* 1)

correct property in the same picture represents "the maximum" to the film going audience. However, he went on, a recognized personality "cannot make a bad subject good."

Twentieth-Fox, Zanuck explained, will try to cast the best popular player, "but we'll not delay production, if we can get a performance from an actor or actress who is not a name." He contended that watching the trend in motion pictures, both in the present and past, he has come to the conclusion that good subjects can and have succeeded without the assistance of star names.

Sees Spur to New Talent

This policy of not "waiting" for the availability of star performers will open the doors to the development of new talent, he pointed out. There will be exceptions, he acknowledged, stating that 20th-Fox has delayed and will delay its production of "The King and I" until September so that Yul Brenner and Deborah Kerr can be featured in the leading roles.

By way of explanation, he listed pictures which he personally produced in the past which, he said, were very successful at the box-office on the basis of the story ingredients rather than the stars, mentioning "The Grapes of Wrath," "How Green Was My Valley," "Gentlemen's Agreement," and "Pinky." Currently, he paid tribute to Warner Brothers' "Battle Cry," a picture, he added, based on a popular novel without a name cast, that is doing very well at the box-office.

Another factor weighing against the dependence on star performers as heretofore is that "recognized personalities" today are involved with their own co-production deals or acting as independent producers. This factor, plus the policy of not "waiting," will have the consequence of opening the avenues for new talent. Time and again, a new personality has been introduced on the screen because the recognized star has not been available, Zanuck declared.

His studio, Zanuck added, currently has no co-production deals with recognized stars although he, personally, is in favor of participation deals.

Regarding TV production, Zanuck said plans call for a "healthy portion" of any TV series produced by 20th-Fox's TV subsidiary to be devoted to present and future theatrical film releases. He cited "Disneyland" as an example of a TV show which aids the box-office of theatres, attributing a good deal of the success of "20,000 Leagues Under the Sea" to the TV exploitation on "Disneyland."

In 20th-Fox contemplated series for General Electric, six minutes of the one-hour show will spotlight the institutional advertisement of theatrical motion pictures, he stated. For instance, he added, the six minutes could be devoted to "me interviewing Clark Gable."

Twentieth-Fox's entrance into the TV field, he explained, is not expected to yield a profit in terms of dollars and cents. "If we just don't lose too much," Zanuck said, the company would be satisfied, banking on the returns of TV promotion at the box-offices of theatres. Eventually, he stated, the studio TV program could become profitable by itself.

Cites 'Disneyland' Exploitation

Zanuck also replied to the contention that the production of TV shows by major film companies is against the competitive interests of theatrical films, despite a TV show's promotion of theatrical films. Returning to "20,000 Leagues Under the Sea," he rhetorically asked whether the theatrical release benefitted by the previous exploitation on the "Disneyland" show. He also argued that TV shows would be made by someone else, any way, maintaining that as long as they are to be made, it is better if theatrical films are sold in the process than not. "If we proceed on the TV program," Zanuck declared, it will be a "boon" to 20th-Fox and exhibitors.

Zanuck, in explaining 20th-Fox's greater emphasis on pre-sold properties, listed plays, books and "timely subjects." This stress on pre-sold subjects is based on the company's findings that people today in most areas are more interested in subject matter, Zanuck said. He explained that his use of "pre-sold subjects" phrase also meant books and plays which have not yet either been published or opened. Before the curtain went up, he stated, 20th-Fox bought the film rights to "Anastasia" and "Bus Stop." He is currently negotiating for three other Broadway legitimate stage show properties, he added.

'Tall Man' to H-L

"The Tall Man," Anne Chamberlain's novel has been acquired for production by the Hecht-Lancaster Organization. In addition to planning a screenplay, Hecht-Lancaster is considering a stage production based on the book.

Zanuck Says a CinemaScope Production Without Color Is a 'Step Backward'

"We are violently opposed to the use of CinemaScope for black-and-white pictures, and believe its use without color would be a step backward," Darryl Zanuck said at a press conference here on Friday. He referred, in reply to questions, to the recently changed plans of Warner Bros. and M-G-M to make b. & w. productions in CinemaScope.

"We believe that any picture, regardless of subject matter, is better if made in color," he said.

CinemaScope license agreements prohibit its use for black-and-white productions. The Warner and M-G-M plans were changed after they read the small type in their CinemaScope contracts.

Miss Monroe Still On Contract: Zanuck

The contract of Marilyn Monroe came up for some discussion at the trade press conference called by Darryl F. Zanuck, 20th Century-Fox vice-president in charge of production, here at the weekend.

Zanuck denied that Miss Monroe or her lawyers had made a proposition to 20th-Fox that she be allowed to produce independently as a star-producer under her own company name. Zanuck pointed out that she has an exclusive contract with 20th-Fox for the next three years, "guessing" that she may be liable for damages if she fails to make any pictures for 20th during that period. He ventured that "Bus Stop" might be a very good vehicle for her.

'Hall of Fame'

(*Continued from page* 1)

winners were unveiled in the permanent "M-G-M Hall of Fame" at Loew's International's home office. The Hall of Fame was instituted at the suggestion of Arthur M. Loew, president of Loew's International.

Boxoffice Top Factor

Miss Gardner was selected because of the boxoffice returns last year of her vehicles, "Knights of the Round Table" and "Mogambo." Sasson was chosen "Distributor of the Year" because he led the M-G-M office in Lebanon to first place over all other M-G-M offices in the 1954 annual quota standings. Fernandez was selected "Exhibitor of the Year" for the showmanship in his theatres and the technical perfection of exhibition, it was said. A 100 per cent M-G-M exhibitor since 1930, starting in the Alarcon Theatre in Mexico City, the projection and sound equipment in his theatres, which includes Perspecta sound, is reputed to be the finest in Mexico, according to Loew's.

Ben Goetz

(*Continued from page* 1)

its early period with the Erbograph Laboratory in that city. When that early film processing plant was merged with Consolidated Film Laboratories, Goetz became executive vice-president of the latter before joining M-G-M.

Efforts made at the weekend to reach home office officials of Loew's for comment regarding transfer of Ben Goetz from England to Culver City were unsuccessful.

NARTB to Feature TV Films at Meet

WASHINGTON, April, 10.—Seventeen producers of films for television have taken exhibits at the 33rd annual convention of the National Association of Radio and Television Broadcasters, taking place here late in May.

This was reported by NARTB convention manager, C. E. Arney, Jr. There will also be extensive exhibits by equipment manufacturers, news services, transcription companies and other groups.

People

Stanley Kozanowski, manager of the Rivoli Theatre, Buffalo, has been named by the mayor of that city to be chairman of the Buffalo motion picture operators examining board.

¤

Tobey Allen, formerly manager of the Lucas Theatre, Savannah, has been appointed manager of the Weis Theatre in that city.

¤

James A. Cowan, Toronto, has been elected president of the Canadian Film Institute. Others named include **A. L. Hepworth,** Ottawa, and **Gaudry Delisle,** Quebec, vice-presidents; **L. F. MacRae,** Ottawa, treasurer, and **Charles Topshee,** Halifax, executive director.

¤

Harry Segal, United Artists branch manager in Boston, was elected president of Sentry Lodge, B'nai B'rith, at the annual election of officers held over the weekend. Others elected were **Henri Schwartzberg, Max H. Tobin,** and **Arnold H. Dunne** as vice-presidents; **Samuel Zitter,** treasurer; **Jack Bratt,** financial secretary.

¤

Mack Howard, chief barker of Tent 34, Variety Club of Houston, **Bruce Layer** and **Al Lever** will be the official representatives at the Variety International convention in Los Angeles May 4, 5, 6 and 7.

¤

William G. Grainger, NBC film division salesman, has resigned to become president of National TV Distributors, Inc., producers and distributors of TV film programs.

Round-Table First: TOA

(*Continued from page* 1)

Lichtman, and other unnamed distributor spokesmen were scored by Martin for lulling exhibitors "into complacency." Martin referred to Lichtman's plea for exhibition-distribution harmony at the 1954 TOA convention.

Litchman also was criticized for stating at the TOA convention that only one point divides exhibition and distribution from agreement on arbitration. Subsequently, Martin contended, TOA learned that the situation was different.

No Mention of Levy

However, industry observers noted that Martin made no mention in his statement that TOA general counsel Herman Levy was as much aware of the status of arbitration negotiations as any distributor spokesman, because Levy has been exhibition's principal negotiator. Neither at the TOA convention, nor subsequent to it, did any TOA leader challenge the public distribution statements reporting "progress" in arbitration negotiations, it was added. The industry observers contended that, on the contrary, TOA associated itself with many public statements reporting progress on negotiations.

Titled "Call to Action," Martin's statement declared "what is needed now, more than anything else, is immediate and substantial relief from the inequitable conditions of licensing, and from the outrageous and prohibitive rentals being demanded by distributors."

'Desperate Acts'

"To do any less," the statement continued, "is to drive harried and overburdened exhibitors into desperate acts, which they and the entire industry may well regret in the foreseeable future." The "desperate acts" reference apparently referred to Allied's proposed move to seek Federal regulation of film rentals.

Continued Martin: "We can no longer hold the position that the completion of an arbitration system must precede the industry conference. It is now untenable. The crucial times and the crying need for relief dictate that the industry conference be held immediately, and that a constructive program of relief result from it. We dare not sit idly by and permit the distributors to drive exhibitors, and themselves, out of existence."

TOA initially went along with distribution's position, as stated by Al Lichtman, 20th Century-Fox distribution director, that the calling of the industry conference should be held up until such time as an arbitration system had been completed and approved, Martin stated. "TOA felt that the completed plan would give the industry conference a solid basis from which to work," he continued.

Sees 'Far and Long' Road

"We now believe," he declared, "that it is the purpose and intention of distribution to keep the scope of arbitration and the avenues of relief as narrow as possible. While our area of agreement is wide, it is nevertheless true that the road ahead leading to completion is far and long, and due to no fault of exhibition."

Martin went on to say that TOA's interest in an arbitration system is no "less keen" than heretofore. But in addition to pointing out the "narrowness" of the present proposed arbitration draft and the lack of agreement in the foreseeable future, he declared a conference on "outrageous" trade practices is needed first. Trade practices, as previously announced, are outside the scope of the present proposed arbitration system, a factor which caused Allied to withdraw from the negotiations.

Negotiations for arbitration, the statement continued, should "continue with sincerity of purpose and with a keen desire for accomplishment," again adding, however, that the industry conference be given top priority.

Two Courses Charted

The statement decried "the precarious position of exhibitors, large and small" and warned distribution that there are two "roads" open to the industry, one peace-loving recognizing that "this is an interdependent industry" and the other full of "strife, jungle warfare, and chaos."

"We prefer the former, by all means, but we shall have the courage to accept the latter if that is distribution's challenge," the Martin statement concluded.

Review

"The Looters"

(*Universal-International*)

THE lust for wealth and security and the methods by which they are attained is an age-old story plot which has been developed frequently into exciting and suspenseful motion pictures, such as Universal-International's "The Looters." This is a black-and-white presentation which offers impressive photography of the Pike's Peak region of Colorado and Rory Calhoun, Julie Adams and Ray Danton as the name performers. Besides the scenic effects, a number of sequences dealing with mountain-climbing are highly informative, giving exhibitors some exploitable material.

Calhoun, an expert mountaineer, and Danton, an unscrupulous villain in this film, go to the rescue of a crashed airliner and find at the scene of the crash only four survivors. They are Thomas Gomez, an embittered bank clerk with aspirations; Miss Adams, a know-it-all model; Frank Faylen, a retired Navy Chief, and the seriously injured co-pilot of the aircraft. Also on board the downed plane is a small box stuffed with money, which is found by Gomez.

Danton teams up with Gomez to keep the money after forcing Calhoun to lead the entire party out of the mountains and to safety, and Danton plans to kill all and keep all because dead men tell no tales. Calhoun reads Danton's mind and takes the party to an Army artillery firing range where Danton discovers, after killing Gomez, that he has been hoodwinked. Amidst exploding artillery shells, Calhoun and Danton engage in fisticuffs with the villain taking the long count.

Others in the cast are Rod Williams, Russ Conway, John Stephenson, Emory Parnel and James Parnel. This picture was produced by Howard Christie and directed by Abner Biberman from a screenplay by Richard Alan Simmons. Additional credit is given to the Mountain and Cold Weather Training Command and the 4th Field Artillery Pack Battalion.

Running time, 87 minutes. General audience classification. Release in May.

LESTER DINOFF

100-Theatre Booking For 'Mad' in N. E.

Filmakers will premiere Collier Young's "Mad at the World" at 100 theatres in Boston and the New England territory on May 5, it is announced by Harry Mandell, vice-president in charge of sales.

Launching of "Crashout," current Filmakers release, in New England cued a repeat for the forthcoming feature, which co-stars Frank Lovejoy, Keefe Brasselle, Cathy O'Donnell and Karen Sharpe, Mandell said.

In the THEATRE Equipment *& Refreshment* World . . .

. . . *with RAY GALLO*

RCA's theatre carpet line has been expanded from 6 to 29 different grades, designed to meet the quality and budget requirements of all types and sizes of motion picture houses. M. J. Yahr, manager, RCA Theatre and Sound Products, reports the 23 new grades are incorporated among RCA's six basic carpet types to provide each type with a broader range of pile heights and price differential. The line now varies in pile heights from .150-inch to .500-inch. RCA carpeting is manufactured by the Thomas L. Leedom Company, Bristol, Pa.

•

J. J. Connolly, Inc., New York, has announced a new and larger model of its frankfurter roller grill. The new unit has a capacity of 35 franks at a time and is designed to grill 700 per hour. Known as the "Roll-A-Grill, Model A-35," it has 8 stainless steel rollers, with separate heating controls for each set of 4 rollers. Heat can be lowered, increased or shut off in each set of rollers as required. All rollers continue to revolve even when turned to "off," permitting full display of the franks at all times.

•

A line of non-carbonated beverage dispensers, equipped for display with both animation and illumination, has been announced by Heat Exchangers, Inc., Chicago. One of the models, called the "Buckingham Twin" has two bowls for two different flavors. Each bowl has a capacity of 9 gallons. The cabinet is of stainless steel and storage space for 400 cups is provided between the two faucets.

•

The Spencer Turbine Company of Hartford, Conn., has announced a new commercial portable vacuum cleaner. Tabbed Model P118, it was developed "to meet the demand for a Spencer vacuum in the lower price bracket." It is powered by a 7/8 h.p. motor with air vented around the motor, not through it. An "explosion-proof" motor is also available. The machine can be used for both wet and dry pick-up.

•

Discussions aimed at increasing sales of candy throughout the country will be an important feature of the 72nd convention and 29th exposition of the National Confectioners' Association, set for June 5th through 9th at the Conrad Hilton Hotel in Chicago.

•

Peter Paul, Inc., Naugatuck, Conn., candy manufacturer, has bought a 55-acre tract of land at Frankfort, Ind. The company plans to erect a plant on the grounds which will be the distribution center for the firm in the midwest.



Man-to-man talk about *"That LADY"*

SOON you will share the intimate, scandalous details of history's most notorious mistress of palaces, whose boudoir was a salon, whose secret love affairs were the target of mobs. The most provocative story in years... the picture that shocked a nation. No wonder it was acclaimed as an international best-seller and then as a tremendous Broadway success in which Katharine Cornell chose to star. Now it comes to you in all its grandeur and passion. Photographed on location amidst the breath-taking vistas of Spain in the full majesty of CinemaScope and Color by DE LUXE.

OLIVIA de HAVILLAND
GILBERT ROLAND
in *"That LADY"*
CINEMASCOPE
introducing PAUL SCOFIELD
co-starring
FRANCOISE ROSAY
DENNIS PRICE

Produced by SY BARTLETT • Directed by TERENCE YOUNG

Screenplay by
ANTHONY VEILLER and SY BARTLETT

From the Novel by KATE O'BRIEN
Color by DE LUXE
An Atalanta Production
Released by 20th Century-Fox



"SOON IT WILL BE A PLEASURE TO DO BUSINESS WITH *'That LADY'* FROM 20th!"

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 77. NO. 71 NEW YORK, U.S.A., TUESDAY, APRIL 12, 1955 TEN CENTS

Easter Business

Holiday Sends B'way Theatre Grosses High

Music Hall 'Slipper' May Set New Theatre Mark

By LESTER DINOFF

An all-time weekly grossing record of between $202,000 and $203,000 is expected by Radio City Music Hall this week, as balmy spring weather and the Easter holiday sent business soaring in a majority of Broadway theatres here over the weekend.

Officials of the Music Hall have set their eyes on a new grossing record for one week following a holiday week of $116,000, which M-G-M's "The Glass Slipper" and the showcase's famed Easter stage show pulled during the four-day period beginning on Thursday.

The spring weather which sent temperatures up to the mid-70's, plus the over 2,000,000 estimated crowds in mid-town New York, gave exhibition the much-needed "shot-in-the-arm," according to prominent theatre officials here.

The Roxy Theatre reported that 20th Century-Fox's "A Man Called Peter" was a popular attraction to the

(*Continued on page 3*)

WB and ABC In TV Deal

Warner Bros. Pictures and the American Broadcasting Co. announced jointly yesterday, that their negotiations for a television-motion picture series have been concluded by a long-term contract between the two companies. The announcement was made by Harry M., Jack L., and Albert Warner, heads of the film company; Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, and Robert E.



Jack L. Warner

(*Continued on page 6*)

High Court Rejects Suit Involving Buying Combines

From THE DAILY Bureau

WASHINGTON, April 11.—The Supreme Court refused to hear the appeal of the G. and P. Amusement Co. of Cleveland from lower court rulings throwing out its anti-trust suit

(*Continued on page 6*)

Shor Says He's 'Elated'

NEW TOA 'POLICY' IRKS SALES HEADS

Reaction Centered on 'Attacks' Rather Than On Arbitration's Priority Move

By MURRAY HOROWITZ

The apparent growing militancy of Theatre Owners of America was met with "dismay" in most distribution circles here yesterday as Allied States Association spokesmen expressed elation at TOA subscribing to Allied's position on the need now for the convening of the proposed industry round-table conference.

The dismay evidenced by most distribution spokesmen was on the tenor of the change-of-policy statement, issued here at the weekend over the signature of TOA president E. D. Martin. Distribution reaction, in the main, was centered on the "blistering" attacks contained in the Martin statement rather than on the merits of whether arbitration or the industry conference should get top priority.

Allied president Ruben Shor, reached by telephone in Cincinnati, welcomed TOA's disassociation from distribution's position granting top priority to arbitration. Shor, apprised of the contents of TOA's weekend statement, said "we're elated, if it's so." He explained that TOA's full statement had not reached him as yet.

At the same time, Harry Brandt, president of Indepen-

(*Continued on page 6*)

Rep. Assures 20 for First Six Months

Republic Pictures plans "to complete and deliver to exhibitors during the first six months of 1955. . . . a total of 20 pictures," president Herbert J. Yates declared here in a statement yesterday.

Yates assurances of product in 1955 came in the wake of last week's Republic stockholders meeting at which time he said he would weigh whether Republic should remain in the theatrical film market.

Yesterday's statement by Yates,

(*Continued on page 6*)

Set First Percentage Deal For TV on Picture's Gross

The first deal whereby a radio and television station will participate in the gross of a picture in return for an extensive air campaign has been concluded between Terry Turner, representing "Gangbusters," and Stations KHJ and KHJ-TV in Los Angeles. The initial test will be made with seven drive-ins and six conventional houses within the orbit coverage of the stations.



Terry Turner

Turner said here yesterday that the stations, operated by the Don Lee Broadcasting System, would undertake the campaign on a percentage basis, the "floor" being 25 per cent

(*Continued on page 6*)

Reade to Further Alliance With CEA on Cannes Trip

The plan calling for an exchange of industry information between exhibitors in the United States and Great Britain will be advanced early in May when Walter Reade, Jr., chairman of the board of the Theatre Owners of America, will confer with officials of Cinematographic Exhibitors Association on "mutual industry problems."



Walter Reade, Jr.

Reade, who will leave here at the end of April to attend the Cannes Film Festival as a representative of TOA, declared here yesterday that he would meet with UK theatremen at the completion of the French film exhibition

(*Continued on page 2*)

HOUSE GROUP QUESTIONS CASTLE ON CRITICISM OF USIA PROGRAM

From THE DAILY Bureau

WASHINGTON, April 11.—Members of a House Appropriations subcommittee sharply questioned officials of the U. S. Information Agency on the operations of the government's overseas information program, and then turned around and questioned even more critically Eugene W. Castle for his criticism of the program.

This was revealed when the subcommittee released copies of the hearings held behind closed doors early last month on U.S.I.A.'s request for $88,500,000 for the fiscal year starting July 1. This would compare with only $77,114,000 for the current year. Funds for the motion picture service would go up from $3,087,000 this year to a requested $4,484,000 for the coming year. During the hearings, Chairman Rooney (D., N.Y.) and other subcommittee members indicated that they

(*Continued on page 2*)

Personal Mention

CHARLES FELDMAN, Universal Pictures vice-president and sales manager, has returned to New York from the Coast.

●

CHARLES SIMONELLI, Universal Pic-eastern advertising and exploitation manager, and PHIL GERARD, Eastern publicity director, are in Washington today from New York.

●

C. BRUCE NEWBERY, Dudley International Pictures executive, will leave New York tomorrow for London via B.O.A.C. Monarch.

●

JAMES M. TOTMAN, assistant zone manager of Stanley Warner Theatres in Hartford, has returned there from Daytona Beach, Fla.

●

RUBEN SHOR, president of Allied States Association, has returned to Cincinnati from Arizona.

●

CHARLES SUGARMAN, owner-manager of the World Theatre, Columbus, Ohio, is in New York from there.

●

WILLIAM SATORI, executive of Allied Artists International, has left New York for Europe.

●

PHIL GRAVITZ, New Haven branch manager for M-G-M, is marking his 25th year with the company.

●

GARY COOPER and MRS. COOPER will arrive in New York from Hollywood today en route to Europe.

●

GOTTFRIED REINHARDT, producer, and MRS. REINHARDT have left New York for Europe.

●

JOHN H. BURROWS, producer, arrived here yesterday from Hollywood.

Conn. Censor Bill Hearing Tomorrow

Special to THE DAILY

HARTFORD, April 11.—A public hearing will be held by the State Legislature's Judiciary Committee on Senate Bill 608 on Wednesday at the State Capitol here with a sizable film industry delegation expected.

The measure, introduced by Republican Senator Louis A. Lemaire, Jr., of Norwalk, would create a Board of Review, membership to be appointed by the governor, to aid local authorities "in reviewing movies and theatricals."

The proposed bill would set up a state board, of five members appointed for four years, who would advise state and local police when any entertainment is considered indecent, immoral or likely to impair public morals.

Projectionist Dies

BRIDGEPORT, Conn., April 11.—Edward F. Lavery, veteran Loew's Poli Theatre projectionist, died suddenly, after collapsing on a street.

Reade

(*Continued from page* 1)

at the world-famous vacation resort.

Reade's meetings with British exhibitors may institute the framework of the setting up of an international exhibitor union, a plan long advocated by Alfred Starr, TOA's chairman of the executive committee. Up till now, TOA and CEA have been maintaining a quasi-liaison and have exchanged at sporadic intervals information about films, production and exhibition processes and techniques.

Had Inception in Montreal

A definite move in establishing an international theatremen's group was made when Starr was invited to be the principal speaker at the annual convention of the Theatre Owners Association of Quebec in Montreal last month and it is believed that the initial groundwork of an affiliation and exchange of information and assistance was laid then between the Canadian and U. S. group.

Starr reported here in January that he had been in correspondence with John Davis, managing director of the J. Arthur Rank Organization, on the proposed world-wide exhibitors organization.

Meanwhile, it has been learned that TOA's general counsel, Herman Levy, expects to visit Europe in August and while there, it is understood, plans to contact various exhibitor European organizations, acting as liaison for Theatre Owners of America on the project.

Suggestion Made Last October

Starr, following a two-month European jaunt last summer, recommended to the TOA convention last October that a world-wide exhibition framework be formed by which mutual industry problems and needs could be discussed. Mindful that an international alliance is an eventuality, he called for further exploration of the proposal at that time.

Strand, Ressan File Suit Against U.A.

HOLLYWOOD, April 11.—Strand Productions, Inc., Ressan, Inc., and James Nasser have filed a Federal anti-trust suit against United Artists and major distributors asking $10,050,000 on grounds that the defendants conspired to withhold five feature pictures from television, although they had completed theatrical distribution. The suit is an elaborated response to a suit filed by UA on Nov. 24, 1948, against the present plaintiffs charging infringement of copyright and restraint of trade in connection with the same five pictures.

Ableson Services Today

HOLLYWOOD, April 11.—Services for Robert Ableson, 56, Los Angeles Paramount branch manager for the past five years, who died Saturday following a four-month illness, will be held tomorrow at Pierce Brothers Mortuary. The deceased was with Paramount for 25 years save for brief periods with other companies. His widow and son survive.

Ky. Circuit May Get TV Channel 6

From THE DAILY Bureau

WASHINGTON, April 11.—A Federal Communications Commission hearing examiner recommended that Columbia Amusement Company, Inc., Kentucky theatre chain, be given a Channel Six television station at Paducah, Ky.

He favored Columbia over a competing applicant, Paducah Newspapers, Inc. The latter firm can still appeal the examiner's decision to the full FCC.

NYU Cites Kramer For Achievements

Producer Stanley Kramer yesterday received a citation from New York University at a special program honoring his film achievements.

Educational leaders, film industry executives, editors and N.Y.U. alumni joined in the salute to Kramer, who graduated from N.Y.U. in 1933.

The ceremonies held in the university's Vanderbilt Hall, were presided over by Chancellor Henry T Heald, with Dean William B. Baer of the University College of Arts and Science and Professor Robert Gessner, chairman of the motion pictures department also participating.

Robert S. Benjamin, chairman of the board of United Artists, headed the contingent of UA executives attending the ceremony. United Artists is releasing Kramer's production of "Not As A Stranger."

Brown and Rogell In Pioneers Posts

Harry Joe Brown and Sid Rogell have been elected vice presidents of both the Motion Picture Pioneers and the Foundation of the Motion Picture Pioneers. The organizations announced jointly that Brown and Rogell will serve as the West Coast representatives of both groups.

Brown and Rogell were elected to their new posts at meetings of the boards of directors of the Pioneers and the Foundation attended by Jack Cohn, Harry J. Takiff, Marvin Kirsch, Sam Dembow, Gus Eyssell, William German, Abel Green, John O'Connor, Herman Robbins and Sam Rinzler.

Pioneer Dies

OTTAWA, April 11.—Alfred Gervais, 75, who operated the first picture theatre in this capital at the turn of the century and operated "traveling movies" in Northern Ontario in the early days of motion pictures, died in hospital here following a lengthy illness. He retired in 1940.

I. W. McMahan, 80

CINCINNATI, April 11.—I. W. McMahan, 80, died at Christ Hospital here following injuries suffered from being struck by an automobile on Jan. 14. McMahan started Cincinnati's first motion picture theatre, the Ohio.

Castle

(*Continued from page* 1)

had read Castle's book attacking the information program, and demanded that U.S.I.A. chief Streibert and his aides answer point by point many of Castle's charges. They criticized the agency's plans for buying new projectors, for making special adaptations of many films, and for making what they insinuated were unsubstantiated claims as to the size of U.S.I.A. film audiences.

Some Soviet Films Shown

But then they were given a special showing of some of the Soviet propaganda films and some of the latest U.S.I.A. films. Apparently this showing convinced Rooney and his colleagues of the need for combatting Soviet films with U.S. propaganda films. Anyhow, when Castle appeared late in the hearings to renew his attack on the agency as wasteful and unnecessary, he ran into a hornet's nest of criticism from the members.

Rooney declared he felt that Castle had made a lot of statements in his book "which I do not think will stand the light of day," and later during questioning of Castle accused him of evading committee questions as to the sources of his information about the program. Rep. Preston (D., Ga.), at one point where Castle was complaining of the criticism he had received for his attitude, said:

"I suggest you blow your top somewhere else."

Says Castle Saw Only One Film

Rooney brought forth the fact that Castle had seen only one of the 13 information films shown the subcommittee. Castle insisted that it didn't matter how good or bad these were since his point was that no one was looking at U.S.I.A. films overseas. He said Europeans are sick and tired of propaganda, and that the U.S. should let Hollywood sell America to the rest of the world. The film program should be eliminated, he reiterated.

"I don't agree with you at all," Rooney replied.

NEW YORK THEATRES

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Rockefeller Center
"THE GLASS SLIPPER"
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Leslie CARON • Michael WILDING
An M-G-M Picture
and THE MUSIC HALL'S GREAT
EASTER STAGE SHOW

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'Generally Excellent' Grosses for Weekend Reported in Chicago

From THE DAILY Bureau

CHICAGO, April 11.—Easter weekend business in this area was generally excellent, but in most instances did not exceed last year's volume. Some exhibitors expressed apprehension on Good Friday, particularly where new entries were involved. However, a warm and sunny Saturday and Sunday brought people out in swarms and boxoffices profited accordingly.

Dollar grosses at various Balaban & Katz properties were not available, but business was reported to be in good balance and slightly above the same period last year. "Untamed" at the Chicago and "East of Eden" at the State Lake were weekend openers, but "The Country Girl" in its eighth week at the United Artists, a consistent record breaker here, was still the leader. The Roosevelt, which opened with "Gangbusters" and "Battle Taxi" did a landslide business with teenagers primarily. "Revenge of the Creature" and "Cult of the Cobra," two new entries at the Grand, held fascination for old and young alike.

'Peter' Is Outstanding

At the Ziegfeld, where "Holiday for Henrietta" started its fifth week, Saturday and Sunday grosses totaled $3,800. This for an "adults only" film, in its last week. At the World Playhouse "Illicit Romance," an "adult" in its fifth week grossed $2,100 for the weekend which surpassed business for a year ago by 15 per cent. The Oriental, with "A Man Called Peter" did the overall outstanding business for the weekend. It didn't seem to have the popularity for teenagers which "Prince Valiant" had during the Easter season last year, but even without a compilation of figures the management reported the film as surpassing any other ever presented at the Oriental.

"Glass Slipper" at the Loop was a test because "Pinnochio" did such a smashing business here a year ago. Grosses totaling slightly in excess of $7,800, from Friday through Sunday, equaled the "Pinnochio" takes.

50% Above Last Year

The first week figures at the McVickers, where "Hit the Deck" is featured with "The Big Tip-Off," are better than $30,000. Here business is 50 per cent ahead of last year, at which time "Naked Jungle" was the feature presentation. "Underwater" in its third week at the Woods did its greatest business over the weekend.

It was the drive-ins which rated the benefits of superior business, however. Highways in the entire area were unusually crowded, and all outdoor theatres reported the greatest business in their history. Neighborhood houses generally indicated business equalled that of a year ago.

Premieres of 'Lady' Start in Texas Today

AUSTIN, Tex., April 11. — The gala five-city premiere of Warner Bros.' "Strange Lady in Town," starring Greer Garson and Dana Andrews, will start at the Paramount Theatre here tomorrow, teeing a full week of festivities. Celebrations will also attend picture's openings in San Antonio on Wednesday, Houston Thursday, Dallas Friday and Fort Worth Saturday.

Holiday Takes Reported High

(*Continued from page* 1)

public with the CinemaScope attraction grossing about $36,000 during Friday, Saturday and Sunday. The officials of the National Theatres house anticipate a week's gross of $72,000.

Still going strong were M-G-M's "The Blackboard Jungle," which took in $28,000 on Saturday and Sunday during its fourth week at the Loew's State and Warner's "Battle Cry" which grossed $25,000 for five days at the Paramount Theatre in its 10th week. United Artists' "The Purple Plain," which opened at the Capitol on Saturday, grossed an approximate $23,000.

Many of New York's theatres are opening their doors earlier to accommodate the crowds.

All Houses Filled

Films which also did well during this past week were Universal's "Man Without a Star" which chalked up a healthy $20,000 in its third week at the Victoria; I.F.E.'s "The Wayward Wife" which grossed a robust $67,000 following an opening at the Globe Theatre on Saturday; and Warners' "East of Eden" which racked up $30,500 for four days at the Astor where the picture is in its fifth week; Paramount's "Mambo" which did $18,400 on Saturday and Sunday at the Criterion Theatre after its second week, enabling house officials to estimate a weekly Easter gross of $25,000.

RKO Palace officials report that business with Allied Artists' "The Annapolis Story," which opened on Saturday, was "very good."

A fast look-see on business around the country shows that grosses over the Easter weekend in some territories was good and in others, spotty.

Average 'Sunday-Type' Grosses On Easter in Hollywood

From THE DAILY Bureau

HOLLYWOOD, April 11. — The Easter boxoffice was strong here for favored pictures, dull for others, circuit heads reported, with the over-all record little if any better than the average Sunday figures. The fact that the Easter school vacation here precedes Easter, and that attendance was up slightly during the week, accounted, in exhibitor opinion, for relatively calm weekend totals.

The most striking direct beneficiary of the vacation weekend was "20,000 Leagues Under the Sea" at the Hillstreet and Pantages, which prospered greatly by matinee attendance.

Cinerama, with special matinees during the week, was up nearly thirty per cent. "A Man Called Peter," in its second week, substantially bettered the first week. "East of Eden" and "Hit the Deck" were the other bright spots.

Save for indicated exceptions, attendance was soft.

Ideal Weather Brings Top Pittsburgh Grosses

PITTSBURGH, April 11. — Ideal weather and strong, new product combined to bring excellent Eastern weekend grosses in practically all of Pittsburgh's first-run houses. The city's top leaders are the Stanley, which expects at least $21,000 for the second week of "Country Girl," and "Cinerama Holiday" bouncing back for $25,000 in its ninth stanza.

Despite critical panning "Untamed" took in a good $6,500 over the weekend. "A Man Called Peter" did a nice but not outstanding weekend at the Harris with the management blaming the too-ideal weather. It will take in $12,000 on the week. The two top art houses, the Squirrel Hill and Art Cinema both mopped up with "To Paris with Love" heading for a huge $5,000 and "The Game of Love" shaping up strong in the Art Cinema.

The only sour note is "The Glass Slipper" heading for only a mild $10,000 at the Penn despite glowing notices. It will be the only picture to rate only one week, with "Run for Cover" opening Friday.

Weekend Business in Baltimore As Good or Better than 1954

BALTIMORE, April 11.—In most instances this year's Easter weekend business was better than in 1954, and where it wasn't better, at least it was as good. The New Theatre did $2,000 for the Easter weekend of 1954 with "New Faces." This year "A Man Called Peter" scored $4,200.

The Stanley gross this year with "East of Eden" was double that of last year when "Lucky Me" was showing.

Although the town has "Long Gray Line" in its sixth week, business was every bit as good as "Prince Valiant" which was new during the Easter Weekend of 1954. The same prevails at the Hippodrome, where the fifth week of "The Country Girl" is as strong as "Pinocchio" was at this time last year.

The only drop, and that is slight, is at the Century where "Three for the Show" is slightly under "Rhapsody" for Easter 1954.

Week end weather here was ideal

Chilly Weather Boosts Boston Theatre Grosses

BOSTON, April 11—A chilly Saturday, but a warm Sunday helped to push theatre business in this area way beyond last year's Easter figures with I. F. E.'s "Aida" setting the pace, chalking up a new house record for the Kenmore by grossing $3,500 in two days.

The Metropolitan Theatre reported that "East of Eden," which opened Saturday, did more business in two days than the entire Easter week of 1953, crossing the $12,500 mark.

'A Man Called Peter' Strong in Oklahoma

OKLAHOMA CITY, April 11.—Easter rains seemed to help, more than hurt, theatre business. All houses did a fair boxoffice in the face of keen competition along the special holiday entertainment front. Cooper Foundations Criterion did good business with "A Man Called Peter." A company official predicted that the holiday week would be considerably ahead of last year in the Criterion.

'Peter' Swells Palace As Balmy Weather Comes

WASHINGTON, April 11. — Despite the warm weather which sent Washingtonians into the country, local exhibitors were satisfied with theatre business over the weekend, especially officials at the Loew's Palace where "A Man Called Peter" did the best business in town, a healthy $13,000.

According to Jack Foxe of Loew's Eastern Division, the Loew's Columbia did "quite good" with "Conquest of Space" and the Capitol was "nothing outstanding" with "$6,500 for the three days for 'Hit the Deck,' in its second week."

Pat Notara, vice-president for Roth Theatres, said business was good Friday and Saturday, but fell off on Sunday due to the weather. It was still "way ahead" of last Easter, he said.

Weather Boosts Hartford Outdoor Business

HARTFORD, April 11. — Balmy Spring weather shot grosses up for outdoor amusements, including drive-in theatres, in Southern New England over the Easter weekend, with first-run situations in key cities suffering.

"Too good" was the comment of a top circuit executive in reference to weekend weather. Neighborhood and suburban four-wall situations did business comparable to downtown houses.

An example of top business was Warner Brothers' "Battle Cry" which did turnaway grosses at the E. M. Loew's Hartford Drive-in on Saturday night.

Wilmington Easter Attendance Slightly Under Last Year

WILMINGTON, Del., April 11.—With 75 degree weather as the major attraction, Wilmington Theatres reported Easter Sunday attendance below last year. The Rialto Theatre, however, with "A Man Called Peter" played to capacity houses, for a better Easter than last year.

Loew's with "The Golden Slipper," reported attendance 15 per cent under 1954, while Warner's four houses claimed attendance "equalled the previous year."

Pit Rembusch with Zenith's Wright on Toll-TV Radio Show

Another step in informing the public about subscription television will take place Sunday when Trueman Rembusch, co-chairman of the Committee Against Pay-As-You-See TV, will discuss the topic with Joseph S. Wright, vice-president and general counsel for Zenith Radio Corp., on the Mutual Broadcasting System's "Reviewing Stand," over radio station WGN in Chicago at 2:30 p.m. (CST).

Rembusch will engage in debate with Wright, whose company is the sponsor of Phonevision, with Larry Wolters, radio-television editor of the Chicago "Tribune" and James H. McBurney, dean of the School of Speech for Northwestern University joining in.

Favored by Gilbert Miller

Meanwhile, Gilbert Miller, theatre owner and producer of the current stage play, "Witness for the Prosecution," has assured the FCC that subscription television is "a promising new approach" to a nationwide resurgence of the legitimate theatre and that he will join in any practical effort to put the potentials of toll-TV to the test of actual usage.

Also, the Chicago advertising agency of MacFarland, Aveyard & Co., has gone on record in support of toll-TV, advocating that the FCC grant immediate sanction of subscription television because "it is inevitable" and "will be a boon to TV advertising."

SENSATIONAL STORY...ADS...

SENSATIONAL BUSINESS FOR

CAMBRIDGE—CENTRAL SQUARE
BROCKTON—CENTRE
PARKERSBURG—HIEHLE
BROOKLYN—FOX
BRADFORD—McKEAN
RICHMOND—NATIONAL
PORTLAND—EMPIRE
JAMESTOWN—SHEA
COLUMBUS—OHIO
RACINE—VENETIAN
WAUKESHA—PIX
HARRISBURG—STATE
HARRISBURG—COLONIAL
TRENTON—CAPITOL
ALBANY—GRAND
LYNN—CAPITOL
LIMA—QUILNA
MILWAUKEE—ALHA[illegible]
VANCOUVER—BR[illegible]AY
ROXBURY—RIV[illegible]LI
LAWRENCE—B[illegible]AY
LAWRENCE—[illegible]
BROCKLIN[illegible]
PEORIA—[illegible]ALTO
DANV[illegible]
DEC[illegible]UR—AVO
R[illegible]CHESTER—RO[illegible]HESTER
JOLIET—RIALTO
MIDDLETOWN—PARAMOUNT
CHARLESTON—RIALTO
WARREN—HARRIS
AMARILLO—STATE
ALBUQUERQUE—K[illegible]O
ST. JOSEPH—ELEC[illegible]RIC
MADISON—STRA[illegible]D
ST[illegible]FORD—PL[illegible]
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W[illegible]RR[illegible]—PENN
E[illegible]ENE—HEILIG
TWIN FALLS—ROXY
RENO—GRANADA
FALL RIVER—EMPIRE
SALEM—SALEM
MARION—OHIO
MUSKEGON—STATE
GALVESTON—MARTINI
LOUISVILLE—STATE
BISMARCK—DAKOTA
NORWICH—PALACE
WATERBURY—STATE

BILLINGS—BABCOCK
SAN PEDRO—WARNER
ASBURY PARK—ST. JAMES
CAMDEN—MIDWAY
HAZLETON—GRAND
SHARON—NU LUNA
BALTIMORE—NEW
AMSTERDAM—MOHAWK
WATERTOWN—TOWN
DUNKIRK—CAPITOL
CHEYENNE—PARAMOUNT
DANBURY—EMPRESS
SCHENECT[illegible]DY—STATE
TROY—PR[illegible]CTOR
LOWELL—[illegible]EITH
RIV[illegible]E—DE[illegible]A
LO[illegible]CH[illegible]TE
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AN[illegible]APOLIS—CAPITOL
GLENS FALLS—RIALTO
ONEONTA—PALACE
PROVIDENCE—STATE
SYRACUSE—STATE
SALT LAK[illegible]CITY—UTAH
OKLAHO[illegible]CITY—STATE
INDIA[illegible]AP[illegible]LIS—LOE[illegible]
KANS[illegible]CITY[illegible]D[illegible]N
NEW[illegible]VE[illegible]—[illegible]LEGE
[illegible]—[illegible]ORPHEU[illegible]
M[illegible]CH[illegible]—STRAND
LOWELL—KEITH
DAVENPORT—ORPHE[illegible]M
NORRISTOWN—GRAND
SALEM—EISINORE
GLENS FALLS—PA[illegible]MOUNT
CHATTANOO[illegible]A—STATE
BINGHA[illegible]TON—CAPIT[illegible]
BL[illegible]FIELD—COLO[illegible]
LEXINGTON—BEN ALI
HUNTINGTON—PALACE
TOLEDO—PANTHEON
CLINTON—RIALTO
FT. DODGE—STRAND
BURLINGTON—PALACE
E. LANSING—LUCON
GRAND RAPIDS—REGENT
FALL RIVER—EMPIRE
GREENVILLE—CENTER
DALLAS—RIALTO

MANKATO—TOWN
ROCHESTER—LAWLER
NEWARK—BRANFORD
CHESTER—STATE
POTTSVILLE—HOLLYWOOD
WASHINGTON—COLUMBIA
FITCHBURG—SAXON
SEATTLE—CO[illegible]M
C[illegible]GO[illegible]VELT
M[illegible]—[illegible]AR[illegible]ER
P[illegible]N—PILGRIM
NEW YORK—PALACE
PHILADELPHIA—STANTON
PORTLAND—ORPHEUM
MINNEAPOLIS—PAN
BUFFALO—LAFAYETTE
DENVER—DENV[illegible]
SOU[illegible]NOR[illegible]LK—EMP[illegible]SS
NORWA[illegible]—[illegible]LIVE-IN
TAM[illegible]A—TA[illegible]PA
AKRON—L[illegible]W
KANSAS[illegible]Y—MIDL[illegible]ND
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PLAINFIELD—PARAMOUNT
PASADENA—ACADEMY
LAS VEGAS—FREMO[illegible]
WATERBU[illegible]ATE
NO[illegible]—PALACE
NEW BRUNSWICK—RIVOLI
JERSEY CITY—STATE
BETHLEHEM—GLOBE
HARRISBURG—STATE
ALTOONA—OLYMPIC
DANVILLE—RIALTO
NEW ORLEANS—PANORAMA
GARY—PALACE
MERIDEN—PALACE
PEEKSKILL—PARAMOUNT
MANCHESTER—STATE
WENATCHEE—VITAPHONE
BAY CITY—EMPIRE
STEUBENVILLE—GRAND
HOUSTON—KIRBY
FORT WORTH—PALACE
BATON ROUGE—GORDON
MALDEN—AUDITORIUM
POCATELLO—ORPHEUM
HASTINGS—STRAND

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DUBUQUE—ORPHEUM
SPRINGFIELD—SENATE
NO. ADAMS—MOHAWK
ELGIN—RIALTO
ROCKFORD—TIMES
EVANSVILLE—CARLTON
SHEBOYGAN—REX
ST. PAUL—TOWER
LINCOLN—STATE
NEWARK—NEW ARCADE
GRAND JUNCTION—MESA
GLENDALE—CAPITOL
SIOUX FALLS—EGYPTIAN
NEW BRITAIN—PALACE
LAWTON—RITZ
SIOUX CITY—ORPHEUM
ALLENTOWN—RIALTO
YORK—CAPITOL
LANCESTER—GRAND
WILMINGTON—ARCADI
SHENANDOAH—CAPITC
QUINCY—STRAND
BROOKLINE—COOLIDC
RICHMOND—TIVOLI
RICHMOND—STATE
HOT SPRINGS—MAL
READING—EMBASSY
PITTSFIELD—UNION
HUDSON—COMMU
NEW BEDFORD—EM
BAKERSFIELD—CAI
ABERDEEN—ORPH
BELVEDERE GARD
NEW YORK—LOI
INDIANAPOLIS-
DETROIT—BROA
GLOVERSVILLE—H
SAN FRANCISCO—
LOS ANGELES—HILL ST. & PA
CINCINNATI—TWIN DRIVE IN
WASHINGTON, D. C.—COLUMBIA
SPRINGFIELD, OHIO—MAJESTIC
SACRAMENTO—ESQUIRE, TOWER, DEL PASO
BRIDGEPORT—HIWAY & BEVERLY

MARSHALLTOWN—ORPHEUM
—OLYMPIC
BEACH



GALESBURG—
PORTSMOUTH—COLUMBIA
WICHITA—WICHITA

BUTTE—RIALTO
KINGSTON—KINGSTON
WILLIAMSPORT—CAPITOL
HORNELL—MAJESTIC
CHARLESTON—GARDEN
RPHEUM
-PARAMOUNT
STATE
BEACH—CORAL
ON PARK—WARNE
RIALTO
PALACE
—OPERA HOUSE
O—SPRECKLES
—PARAMOUNT
ON—ESQUIRE
Y—OAKS
A—TIVOLI
ON—STATE
BURG—WEST
MOUTH—COLUMBIA
ON—COLONIAL
NGFIELD—BIJOU
T—STRAND
KEGON—STATE
RTFORD—E. M. LOEW
DDLETOWN—PALACE
AMOKIN—CAPITOL
HILADELPHIA—STANTON
ALL RIVER—EMPIRE
KELSO—KELSO
EUGENE—HEILIG
SAN MATEO—SAN MATEO
SAN JOSE—STUDIO
ELKHART—BUCKLEN
YOUNGSTOWN—STATE
CANTON—PALACE
TYLER—LIBERTY
FARGO—TOWNE
BELLINGHAM—AMERICAN
PT. ANGELES—LINCOLN
SPOKANE—STATE
ABERDEEN—D&R
EVERETT—ROXY
BOSTON—MAYFLOWER
SO. BEND—PALACE
LEAVENWORTH—LYCEUM
PENSACOLA—REX
SHREVEPORT—SAENGER
BOISE—RIALTO
FRESNO—WARNER

TOA Policy

(Continued from page 1)

dent Theatre Owners Association, joined the TOA position. Said he: "I am not with Allied in seeking governmental regulation for the industry. I am with TOA on the need for an immediate conference where we should discuss problems like sensible men. Some method of conciliation service should come forth from a roundtable discussion. ITOA and MMPTA (Metropolitan Motion Picture Theatres Association, New York), a number of years ago came up with a plan to institute an arbitration system in New York. That is the way an arbitration system could come about —on a piece-meal basis."

Meanwhile, there was no indication here of any immediate change in distribution's point of view that agreement should first be reached on an arbitration system before the industry conference is called.

Al Lichtman, 20th Century-Fox distribution director, who proposed the round-table conference, was not expected to return here until another two or three weeks from Palm Springs, Calif., where he is recuperating from an illness.

No Date for Next Meeting

It also was pointed out by a spokesman for the sales managers committee of the Motion Picture Association of America, the committee which could signal a switch in distribution's position, that the group has no date set as yet for its next meeting. The spokesman pointed out that in addition to Lichtman's absence from the city, Abe Montague, Columbia vice-president and general sales manager, is away on a cruise, and Benjamin Kalmenson, Warner Brothers vice-president and distribution director, also is not in the city.

A possible switch in distribution policy, however, could stem from one or more film company presidents, the spokesman added.

Allied president Shor, after hearing the highlights of TOA's statement, said it is a "salvation" for exhibitors who have similar troubles to think alike. "We're in trouble," he declared, adding that TOA has "finally seen the light of day." He blamed the situation on "eight or ten people" in distribution.

Did Not Meet with Martin

Shor, asked when a joint committee of TOA and Allied would meet to work on mutual problems, replied that he could not say, with things in the industry moving "so rapidly." He denied a report that he had met with Martin in Atlanta, prior to the meeting last week here of TOA leaders.

In the meantime, the distribution spokesmen, who declined the use of their names, voiced misgivings at TOA's new attitude. There were comments such as "TOA used to pursue a policy of cooperation in the industry. Now they have joined Allied." And like Allied, this distribution spokesman claimed, TOA privately says one thing and issues blasts publicly.

Another distribution spokesman expressed "surprise" at the TOA statement, contending that TOA used to be "pretty generally, a sensible group of people." Another distribution executive felt that TOA's attack was a means of pressuring distribution to call the round-table conference.

Television--Radio

with Pinky Herman

ACCORDING to Hugh M. Beville, Jr., NBChief of planning and research, the 664,000 TV receivers installed during the month of Feb. have increased the total number of sets operating in the country to 35,028,000. . . . Radio & TVet Patt Barnes, currently station manager of WISN, Milwaukee, winning himself a wide listening audience on his daily two-hour deejay stint. . . . Four years ago when pretty Patti Quinn acted as talent scout for Dick Lee on Arthur Godfrey's CBShow, the handsome young baritone won both the contest and her heart. They'll wed in June. . . . TV and Radio Rowgues tickled pink about the raves Lew Parker's efforts won in the Boston try-outs of the Sammy Fain-Danny Shapiro-Guy Bolton Musical, "Ankles Aweigh," which opens on Broadway Monday. . . . The newly-formed Broadcast Management, Inc. is headed by Marvin Josephson, formerly with the CBS-TV Legal Dep't. . . .

☆ ☆ ☆

Smiling Jack Lescoulie has just returned to New York from the NBCoast studios, where he cinched the emcee chore for the new half-hour audience participation TVehicle "The Other Fellow's Gain," which will be produced by Ernie Glucksman and will originate in New York. Lescoulie has come a long way in the four years since leaving the platter-spinning fraternity. . . . Merrill E. Joels, one of our abler thespians, has written a book, "Acting Is a Business" which is MUST READING for budding Radio and TV artists. The 96 pages of helpful hints and friendly advice also contain names of important casting agents, producers, directors and other pertinent data designed to ease the paths of the newcomers. Book is published by Hastings House Publishers, Inc. . . . Du Mont execs will demonstrate a new system which they've developed 'effecting a wedding of motion picture and television equipment and techniques' at the firm's Tele-Centre in New York, Thursday afternoon. Arthur Godfrey will devote his entire program next Wednesday to CBSalute the preem that evening of Paramount's VistaVision production of "Strategic Air Command," at the Paramount Theatre in Times Square.



Jack Lescoulie

Republic

(Continued from page 1)

however, termed as "grossly misstated" the reported production policy of Republic. A company spokesman, when asked what Yates referred to, replied that the Republic president felt that insufficient stress was placed on the company's 1955 production schedule, which will remain unchanged. He acknowledged, however, that Yates and the company may make a decision on whether to remain in the theatrical film market in the next few months, based upon earnings of current and upcoming releases.

'Unauthorized,' Says Yates

Stated Yates: "Republic's production policy has been grossly misstated and was not authorized by me or Republic's board of directors.

"Our production policy remains unchanged—in fact, we plan to complete and deliver to exhibitors during the first six months of 1955, 14 deluxe pictures and 6 special pictures, a total of 20 pictures, which exceeds the entire number of pictures we produced during 1954, and our branch managers were so informed as far back as March 22 in Chicago. Our studio in Hollywood, California, has already started planning production for the second six months of 1955."

The Republic Stockholders Protective Committee met here yesterday and named Vice Admiral Gerald Bogan as chairman and added the following to the committee: Gilbert Miller, Harold Weill and Bernard Smith.

Percentage Deal

(Continued from page 1)

and on a sliding scale arrangement. The distributor, Favorite Films of California, will receive a minimum of 25 per cent of the gross box-office receipts and the stations will receive a minimum of 25 per cent of the distributor's share, or 6¼ per cent. The stations, Turner explained, will participate in any increase in the box-office and in the same related percentage as the distributor. Thus, if business should result in a 50 per cent share of the gross by the distributor, the stations would take a corresponding percentage.

'Teaser' Drive Is Planned

The stations have agreed to start a teaser campaign several weeks in advance of the opening and gradually increase the tempo to coincide with the play date on May 18. It is understood that the exhibitor will be committed to the usual newspaper and billboard exploitation which is associated with the opening of a new picture.

Turner, who said that a copyright for the plan had been applied for, has similar deals under negotiation.

WB and ABC

(Continued from page 1)

Kintner, president of American Broadcasting.

The Warner-American Broadcasting contract calls for the Warner studios to prepare a series of 39 full-hour features, titled "Warner Bros. Presents," each of which is to be based on one of three pictures—"Casablanca," "Kings Row" and "Cheyenne." Each of these three Warner Bros. pictures will be the title of the three broad program categories which the series will embrace.

The weekly programs, it was said, will be completely self-contained stories, and at least six minutes of each program will be devoted to taking the viewers "on location," either behind-the-scenes or on actual outdoor location of a full-length Warner feature in the making. In addition, each program will also preview portions of the next week's "Warner Bros. Presents" program, to be televised over the ABC-TV network.

Production Under Jack Warner

All production details will be under the supervision of Jack Warner, vice-president and executive producer. Each of the three series will be specially filmed for television, and will not feature the stars who appeared in the original Warner Bros. picture versions. New and upcoming stars will appear in the ABC-TV series, which will premiere over the ABC-TV coat-to-coast network on Sept. 13. from 7:30 to 8:30 P.M., EDT.

High Court Rejects

(Continued from page 1)

against several exhibitors and four distributors.

The high court gave no reason for its action, merely noting on a list of "orders" that the appeal was being denied.

G. and P. leased the Moreland Theatre in Cleveland from 1937 to 1950. It sued the competing Regent Theatre Co., various other companies owned by the owner of the Regent, four distributors—20th Century-Fox, Loew's, Warner Brothers and Universal—and the Cooperative Theatres of Ohio, a central booking agent that included the Regent and other theatres. It charged that Cooperative had used its power to buy for theatres in closed situations as a lever to get the best product from the four distributors for the Regent, as against the Moreland. It said this finally forced the Moreland to close in 1950.

G. and P. asked the Supreme Court to rule that a theatre buying cooperative which combines theatres in both open and closed situations violates the anti-trust laws.

Rejected by Cincinnati Court

The Cleveland District Court and the Sixth Circuit Court of Appeals at Cincinnati threw out the suit, finding that the cooperative had not in fact exercised or attempted to exercise any monopoly power possibly arising from its control of the closed situations in order to get films for the Regent. It was these decisions which the Supreme Court today refused to review.

G. and P. had argued that the power used by the cooperative was exactly the sort of thing the high court had declared illegal in the Paramount, Crescent, Schine, Griffith and other major anti-trust cases.

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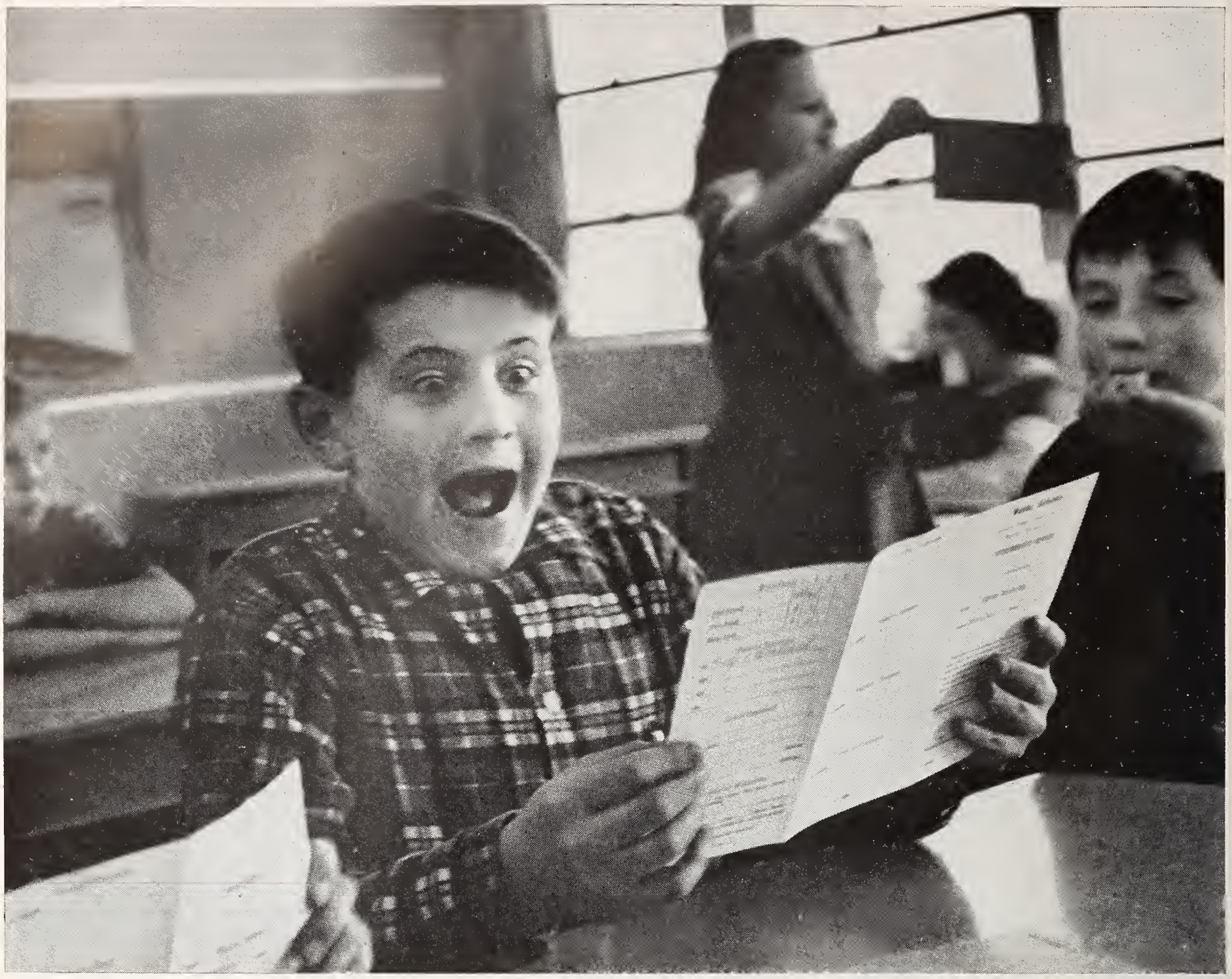
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Finest food in flight! Mealtime means a de luxe dinner. And any time, enjoy your favorite drink, delicious snacks or tempting canapés from TWA's galley — all at no extra cost.



Picture from a LIFE spread (Feb. 28 issue) showing youngsters' reactions at the moment of receiving their report cards.

Impact of a good report card

Like the youngster above, LIFE is quite happy about the figures on its own report card for the first quarter of 1955:

LIFE circulation. For the first three months of 1955, LIFE circulation averaged 5,645,000*—a new circulation high for any quarter in LIFE's history.

LIFE advertising. For the same period, LIFE's advertising revenue reached an all-time high of $25,540,000,* which is over $8,000,000 ahead of LIFE's record-breaking first quarter last year.

*Circulation and gross advertising revenue estimated by the Publisher.

Fulfilling a promise for '55

At the beginning of the year, LIFE announced an ambitious program to give readers more for their money than ever.

We promised—over and above LIFE's exciting week-by-week news coverage—more extra "surprises," more "bonus" features, and at least 50% more color.

In fulfillment, witness just some of the remarkable "extras" that have already appeared in LIFE this year: The startling biography of *Garbo;* three instalments of the monumental and colorful series on *The World's Great Religions;* C. S. Forester's great adventure novel, *The Good Shepherd.*

Because of this dynamic editorial program, LIFE is even more rewarding to its 26,450,000 weekly readers . . . and to LIFE's motion picture advertisers, too.

9 Rockefeller Plaza, New York 20, N. Y.

LIFE

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 72 NEW YORK, U. S. A., WEDNESDAY, APRIL 13, 1955 TEN CENTS

Spyros Skouras

Asks Action on Round-Table, Arbitration

20th-Fox President Finds 'Too Much Time Wasted'

By MURRAY HOROWITZ

The arbitration and industry round-table projects were alloted "equal importance" here yesterday by Spyros P. Skouras, president of 20th Century-Fox.

Skouras, in an interview, stressed his belief that there "has been too much waste of time," both in working out an arbitration system and in convening a round-table conference.

The 20th-Fox president declined at this time to state whether he believed the proposed industry conference should wait for an agreement on arbitration, a position now opposed by

(*Continued on page 7*)

Japan Allows 102 from U. S.

One hundred and two pictures from member companies of the Motion Picture Export Association can be exported into Japan during the 1955-1956 year, which began last April 1, it was announced here yesterday at MPEA headquarters.

The announcement was based on a report from Irving Maas, MPEA Far Eastern representative now in Tokyo, telling of the long-awaited statement of Japan's film allocation plans. The

(*Continued on page 4*)

See Johnston in 'Policy' Role

A policy declaration on distribution's views regarding the arbitration stalemate and the proposed industry round-table conference may come from Eric Johnston, president of the Motion Picture Association of America, it was indicated here yesterday by a top sales executive. Such a statement could be issued following today's meeting of MPAA board of directors, it was stated, if the board has sufficient time to take up the problem.

Johnston Stresses The Importance of Foreign Markets

The world-wide appeal of American pictures is reflected in the growing volume of paid admissions abroad to U. S. productions, Eric Johnston, president of the Motion Picture Export Association, stated in the annual MPEA report which was published for release today.

In stressing the increased importance of the foreign market for motion pictures, Johnston said that "no nation's film industry can continue to operate independently and on an ade-

(*Continued on page 4*)

Pennsylvania Allied Pledges Aid to Yates

PITTSBURGH, April 12.—Allied Motion Picture Owners of Western Pennsylvania, in a statement signed by Henry Hendel, executive secretary, urged Herbert J. Yates, president of Republic Pictures, to further his efforts to "reactivate" the theatrical production activity of Republic. "Don't be a quitter, Mr. Yates," said AMPTOA, referring to a recent statement of Yates in which he expressed the possibility of Republic's

(*Continued on page 4*)

Direct Action Planned

N.A.R.T.B. VOTES TO OPPOSE TOLL TV

Doubts FCC Has Authority to Okay System; Says Public Interest Would Not Be Served

By J. A. OTTEN

WASHINGTON, April 12.—The National Association of Radio and Television Broadcasters today decided to wage an all-out fight before the Federal Communications Commission against pending toll television proposals. The NARTB's decision, made at a special meeting of the association's television board, gives the motion picture exhibitors an extremely powerful ally in fighting current toll-TV applications by Zenith Radio Corp. and other pay-as-you-see television systems.

(Text of the NARTB resolution will be found on page 7)

The NARTB television board argues that pending toll TV proposals would inevitably infringe the present free TV broadcasting system, and that

(*Continued on page 7*)

Ill. Allied Will Fight Subscription TV

CHICAGO, April 12.—The board of directors of Allied Theatres of Illinois has appointed a committee to work on enlisting the support of exhibitors in the Chicago exchange area in giving effect to the program of the Committee Against Pay-As-You-See TV. Aim of the committee is to have theatre owners secure the cooperation of retail business associations, real estate boards, local chambers of commerce, veterans and fraternal organizations and other citizen groups directly concerned with the problem, in making their opposition to pay-as-

(*Continued on page 4*)

Easter Takes Exceed 1954

Exhibitors in all parts of the United States were generally satisfied with the Easter weekend business with a number of theatres in certain key situations enjoying better grosses this year than in 1954, mainly attributed by theatremen to the ideal holiday

(*Continued on page 6*)

Johnston Sees Good Year

MPAA Annual Report Cites Production Code's 25 Years

The Production Code has "served both society and our industry faithfully and well" for the last quarter of a century, Eric Johnston, president of the Motion Picture Association of America, states in his report prepared for the annual meeting here today of the Association's board of directors. The industry's Production Code is 25 years old this year.

(On April 4, directors of the Association of Motion Picture Producers in Hollywood paid a 25th anniversary tribute to the Code and to "Martin Quigley, who conceived and wrote the document which is the Code"; to Will H. Hays, who helped obtain industry acceptance for it; to Father Daniel Lord, who gave preliminary aid and advice, and to Joseph I. Breen and Geoffrey Shurlock, for their administration of the Code, and to industry leaders whose efforts made it effective.)

Johnson's annual report, to be submitted at the meeting today, terms the Code a "creed of responsibility for those engaged in entertainment's most powerful and dramatic medium."



Eric Johnston

Johnston, in his annual report, said that the Production Code is "striking evidence" of the industry's responsibility to the public. "It is not smart," he said, "to pander to low taste, for though

(*Continued on page 4*)

Film Rentals Tax Face Md. Theatres

BALTIMORE, April 12. — A bill which slipped through the recent session of the Maryland legislature and has since been signed by Gov. Theodore McKeldin, eliminates sales tax exemptions from items which are leased and from items not available in Maryland. Upon learning of this bill, exhibitors defined it as placing a two per cent tax upon motion picture film rentals. The Allied Motion Picture Theatre Owners of Maryland is to meet immediately with Maryland state authorities to obtain a ruling on this amended tax bill.

Personal Mention

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, are in Philadelphia from New York.

•

WALTER SELTZER, Hecht-Lancaster vice-president for advertising-publicity, will arrive in New York today from Hollywood.

•

MARGARET ETTINGER, of the Margaret Ettinger Co., is scheduled to arrive here from the Coast at the weekend via TWA.

•

HAROLD HECHT and BERNIE SMITH, of the Hecht-Lancaster Organization, will leave New York for London today via B.O.A.C. Monarch.

•

SAM ISRAEL, Universal-International studio publicity director, will return to the Coast today from New York.

•

RAY HEINDORF, Warner Brothers music chief, has returned to the studio from New York.

•

HARRY STEVENS, of "Collier's" has returned to New York from the Coast.

Name Key Figures For UJA Drive

Adolph Schimel, vice-president and general counsel of Universal Pictures, yesterday named the members of the industry who will serve on the steering committee of the motion picture and amusement division of the United Jewish Appeal of Greater New York. Barney Balaban, Paramount Pictures; Robert S. Benjamin, United Artists; Harry Brandt, Brandt Theatres; Simon H. Fabian and Samuel Rosen, Stanley Warner Corp.; Spyros P. Skouras, 20th Century-Fox, and Jack Cohn, Columbia Pictures, are the men who will assume the executive roles in coordinating all phases of the industry for the 1955 UJA drive.

Schimel pointed to the fact that the seven men named, all of whom are key industry figures with busy schedules, have promised their unqualified support to the vital campaign. He stated that such a steering committee could not produce anything short of record-breaking results, and predicted the 1955 UJA campaign would be an "outstanding" success.

Three Others Will Serve

Other industry leaders in key positions were announced in various segments of the division.

Solly Pernick, business agent of Theatrical Protective Union No. 1, A. F. of L., has agreed to serve as chairman of the division's legitimate theatre group. The purchasing agents committee will be chaired by Charles B. Moss, of the B. S. Moss Corp., and Abe Dickstein, of 20th Century Film Corp., will head the exchange committee.

Other industry figures heading key points in the campaign will be announced shortly, Schimel stated.

Commerce Dept. Reports

Exports of U.S. Equipment And Films Up 33% in 1954

From THE DAILY Bureau

WASHINGTON, April 12.—Exports of motion picture films and equipment in 1954 were an impressive 33 per cent above 1953 exports, according to Commerce Department film chief Nathan D. Golden.

Golden reported 1954 exports of $39,082,772, compared with 1953 shipments of $29,347,423. Sharpest gains were recorded in shipments of rawstock, theatre equipment and 35 mm. positive feature films. Decreases turned up in several categories including 16 mm. positive feature films, 35 mm. and 16 mm. cameras and some types of projectors and other equipment.

Exposed-Film Figure Up

Shipments of exposed or developed motion picture feature films were put by Golden at 323,404,549 linear feet valued at $12,445,419 in 1954, compared with 303,351,452 linear feet valued at $10,188,253 in 1953. Shipments of 35 mm. exposed positive feature films rose from 257,112,195 feet valued at $8,437,961 in 1953 to 282,727,093 feet valued at $10,780,894 last year, while shipments of 35 mm. negative features dropped in terms of linear feet—from 8,448,003 feet to 6,269,107 feet—but rose slightly in dollar value from $563,512 to $578,083. Exports of 16 mm. negative features also increased.

Rawstock shipments rose from 310,064,649 feet valued at $7,364,360 in 1953 to 452,857,393 feet valued at $12,166,553 last year. The increase was spread across all six subdivisions—35 mm. positive and negative, 16 mm. positive and negative and 8 mm. positive and negative.

Last year 38,968 motion picture cameras valued at $1,885,061 were shipped out of the country, compared with 21,782 cameras valued at $1,658,007 a year earlier. Shipments of 35 mm. and 16 mm. cameras were down, while shipments of 8 mm. cameras were up sharply.

30,156 Projectors Exported

Exports of motion picture projectors totalled 30,156 projectors valued at $4,050,683 last year, compared with 21,662 projectors valued at $3,865,059 in 1953. Shipments of 16 mm. silent and sound projectors were down, while those of 8 mm. and 35 mm. projectors were up.

Shipments of motion picture screens rose from $898,799 to $1,818,859, while shipments of motion picture projection equipment rose from $2,077,774 to $2,192,052. Sound reproducing equipment exports rose from $1,120,661 to $2,561,963. Exports of sound recording equipment and motion picture studio equipment dropped.

Full Page Ads Tell Of VV at Paramount

The attention of newspaper readers throughout the New York metropolitan area and the various other areas reached by the city's seven dailies, this week is being directed by full-page advertisements to the "spectacular new presentation" of VistaVision on the "world's largest theatre screen" starting with the world premiere here next week of Paramount's "Strategic Air Command."

First of the spreads about VistaVision which will be ushered in by the New York Paramount Theatre, appeared in the "Herald Tribune" and the "World Telegram & Sun." Purchased by Paramount Pictures to focus public attention on "a history-making event," the ad includes diagrammatical descriptions of "two of the major factors which make possible this presentation": (1) the huge, new curvilinear screen now being installed at the Paramount Theatre, and (2) the new specially designed VistaVision horizontal projectors which allow projection over a far greater screen area than ever before possible, the ad says.

Canadian Dividend

OTTAWA, April 11.—Consolidated Theatres, Ltd., has declared a dividend of 12 cents on Class A and 10 cents on Class B, payable on June 1 to shareholders of record on May 2.

Defense Materials Manual Available

WASHINGTON, April 12.—A 41-page booklet entitled "The Defense Materials System in Our American Industry" has been prepared and published by the Department of Commerce to acquaint members of industry with the new rules which are now in effect and which stress the need for a functioning material control system designed to permit rapid industrial mobilization in case of war.

Nathan D. Golden, director of the Department's scientific, motion picture and photographic products division, states that copies of the booklet may be ordered from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C., at 25 cents a copy.

Siegel to Address Cinema Lodge

William I. Siegel, assistant district attorney of Kings County and past president of the Metropolitan Council of B'nai B'rith, will be the principal speaker and the installing officer at the Cinema Lodge of B'nai B'rith presidents' luncheon to be held at the Hotel Sheraton Astor next Tuesday.

Max E. Youngstein, vice-president of United Artists, will be installed as president of Cinema Lodge at the luncheon which will also honor Burton E. Robbins, retiring president.

No Decca-'U' Merger Plan

By LESTER DINOFF

No feasible plan for a merger of Decca Records and its subsidiary company, Universal Pictures, has been worked out as yet, according to Milton R. Rackmil, president of both organizations, who told stockholders here yesterday that Decca's record division earnings during the first quarter of 1955 would "increase some 13 to 14 per cent over last year."

Commenting on the over-all Decca earnings for the first three months of this year, Rackmil reported to the stockholders that "earnings would be better than last year."

The merger of Decca and Universal has been cropping up at stockholder meetings for number of years. Stockholder John J. Gilbert again raised the question yesterday and Rackmil, in reply, declared that the situation at present is "status quo." If a plan comes up that makes a Decca-Universal merger worthwhile, the plan will be immediately submitted for stockholder consideration, Rackmil said.

'Cold' on the Merger

Gilbert asked if Rackmil was "hot" on the merger situation. The head of Decca replied that he was "cold." Gilbert sponsored a stockholder proposal that the Decca directors take appropriate action to submit an amendment to the certificate of incorporation providing for cumulative voting. After a count of ballots at the meeting, Gilbert's proposal was voted down.

Other stockholders, along with Gilbert, asked Rackmil about boosting the dividends of Decca, to which the company head replied: "An increase in the rate of dividends at this time is not proper. Market letters have indicated that we may boost dividends, but that is not so. However, there is nothing on the horizon to indicate that Decca can not maintain its present dividends. If, as and when we could pay more dividends, we will."

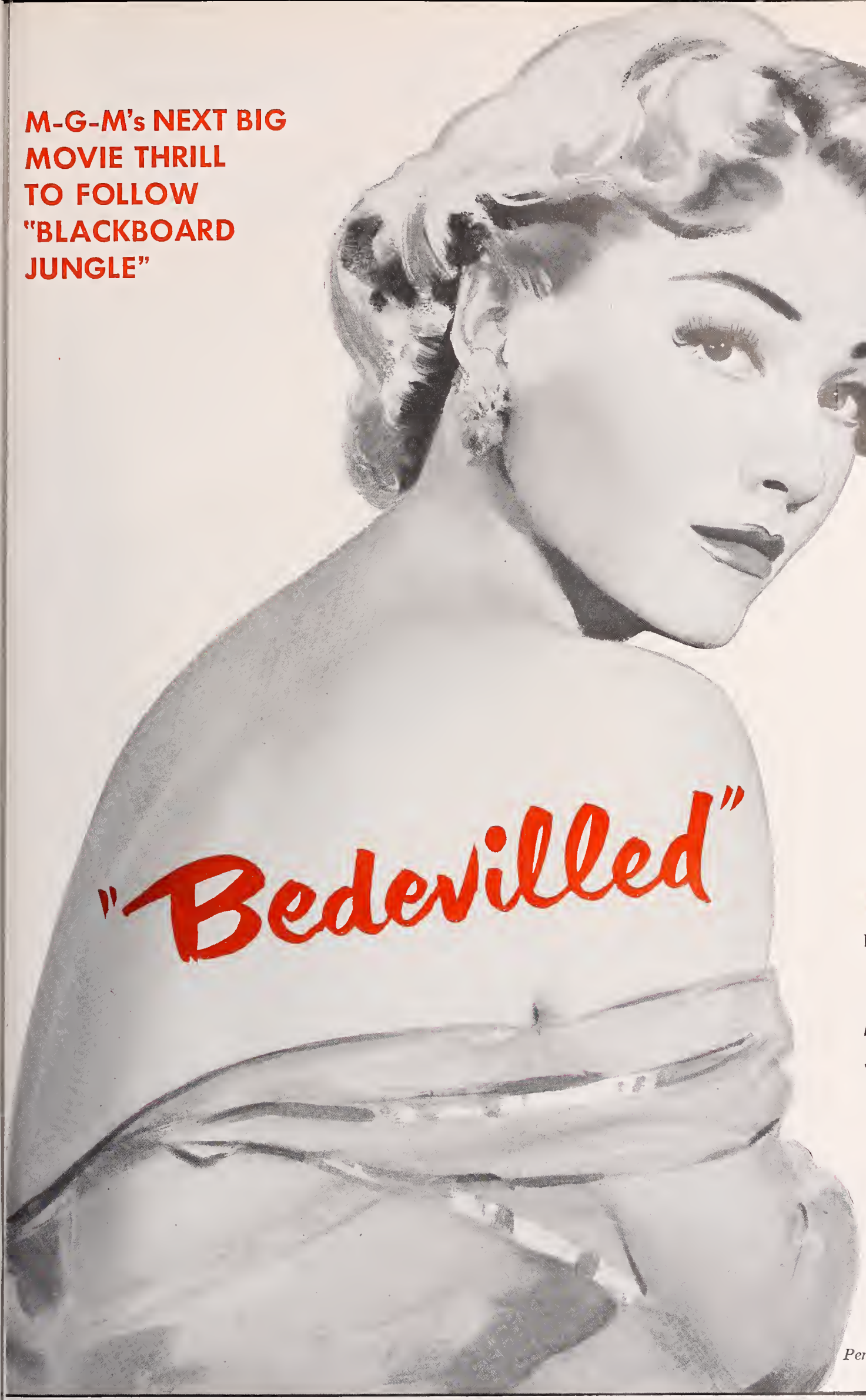
Officers Reelected

Following the stockholders meeting the Decca board of directors met and elected officers. Reelected were Rackmil, president; Schneider, executive vice-president; Louis A. Buchner, vice-president and treasurer; Samuel Yamin, secretary; Isabelle Marks, assistant secretary, and Irving E. Weiner, assistant treasurer.



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M-G-M's NEXT BIG MOVIE THRILL TO FOLLOW "BLACKBOARD JUNGLE"



THE CAST:

ANNE BAXTER

Exotic in those gorgeous gowns!

STEVE FORREST

Watch this good-looking new star!

With

SIMONE RENANT
MAURICE TEYNAC

And

VICTOR FRANCEN

Story and Screen Play by

JO EISINGER

Photographed in
EASTMAN COLOR

Directed by

MITCHELL LEISEN

Produced by

HENRY BERMAN

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound

THE THEME: An innocent visitor to Paris falls in love with a woman of the world who turns out to be a killer!

THE LOCATION: "BEDEVILLED" is the first motion picture to be photographed in Paris in CINEMASCOPE and COLOR.

MPAA

(*Continued from page* 1)

cheap standards would draw audiences for a while, in the long run movies would fall into general disfavor and freedom of the screen would vanish—and so would audiences.

"Today, the Code and the system of self-regulation it embraces serve as a guide and a reminder to filmdom that it is expected to make a major contribution to the cause of freedom, dignity and understanding," the report stated.

Emphasizing that the Code "has been a bulwark against the encroachment of political censorship," Johnston stated:

"There is no more justification for the governments of free men to bridle the screen than there is to curb the press. The excuse that motion pictures make a more dramatic impact on people and must therefore be policed by bureaucrats is only further tribute to the importance of films as a medium of communication, of information and of entertainment.

'Adequate Laws' Cited

"There are adequate and democratic laws to protect the public from unwholesome films, just as there are to protect society from unwholesome books. Prior restraint on movies is neither needed nor welcome. It can only do a disservice to integrity and understanding."

"It is with complete confidence," the Johnston report said, "that we can expect even greater respect and honor to be rendered to the Code in the future, as the industry goes forward to new accomplishments as a free institution."

Johnston said among the factors contributing to this brighter outlook were these:

¶ significant gains in technological developments and their wider acceptance by the public.

¶ increased output of high quality pictures.

¶ record earnings for American pictures in overseas markets last year.

"All in all," Johnston commented, "I believe the industry will continue to turn out the finest kind of entertainment—and the public will continue to show its appreciation by increasing the totals at the world boxoffice."

1954 An Active Year for MPAA Departments

The Motion Picture Association annual report for 1954 revealed a busy year for all departments and services of the organization. Highlights of the units' work for the year follow.

Production Code Administration. Issued Code seals to 303 domestically-made features and 71 foreign productions, highest number of imports to receive seals in any year in PCA history. Also, for the first time, color films exceeded black and white by a margin of 58.4% to 41.6%. PCA approvals for short subjects declined from 415 in 1953 to 370 last year.

Advertising Code Administration. Passed on 129,229 pieces of advertising and publicity, to bring its 21-year total to almost 2,900,000. Unacceptable material amounted to 2.14%, or about average. The report notes that "considerably less than one per cent were rejected completely and that most of this material was corrected, re-submitted and approved."

Title Registration Bureau. Titles submitted in 1954 totaled 4,475, compared with 4,161 the previous year. The service enrolled 36 new subscribers last year. Less than one per cent of the titles—33—were judged to be unacceptable by the Bureau. A total of 153 of the titles submitted was returned unregistered last year because of identity conflicts with existing registrations. Settlements of title disputes were negotiated by the Bureau in a majority of cases arising. Only 16 disputes had to be referred to arbitration. Television networks continue to make use of the service, thereby avoiding conflict between titles of TV and theatrical film properties.

Community Relations. During 1954 it was instrumental in joining numerous local and regional film organizations of lay people into the Federation of Motion Picture Councils, having a common antipathy to legal censorship and the desire to further the constructive influence of the commercial theatre in the community. Also provided previewing activities for the Film Estimate Board of National Organizations, representing an estimated 40,000,000 members.

Newsreels and Short Subjects. In 1954, newsreels carried 106 sequences promoting humanitarian and charitable causes. Special trailers for the Red Cross, American Cancer Society, March of Dimes and Brotherhood Week were released. Four trailers featuring important stars were distributed by the reels for the Treasury Department Savings Bond Division, and others were for Armed Services recruiting, Civil Defense and for employment of the physically handicapped. The newsreels were 33.2% devoted to international news clips last year, and sports accounted for 23.5%.

Review

"The End of the Affair"

(David E. Rose—Columbia)

WHETHER a married woman's religious awakening will bring about the end of her affair with a man with whom she still is in love is the basic problem posed in this screenplay based on the novel by Graham Greene. Be it said that fine performances by Deborah Kerr and Van Johnson, the woman and her man, and expert direction by Edward Dmytryk are largely responsible for making the problem and its solution engrossing and authentically dramatic. It is good that this is so because the emotional and spiritual level of the story itself allows for a minimum of action and depends almost wholly for movement on dialogue. Lenore Coffee's screenplay makes a solid contribution to the acceptability as well as the literacy of the latter for adult entertainment purposes.

The scene is wartime London, where Johnson, a writer wounded early in the war, meets Miss Kerr who is to give him material for a book he is writing on English civil servants, the career pursued by Peter Cushing, as her husband. The two fall in love. On a holiday together in Johnson's flat, a buzz-bomb strikes in their vicinity. Johnson is knocked out. Believing him dead, Miss Kerr prays for his life, promising to break off their affair and lead a good life if her prayer is answered. When Johnson revives, she leaves him, though still in love with him.

For his part, Johnson, who had been suspicious and jealous previously, interprets her reaction to his escape as disappointment that he had not been killed. His love turns to hate and he endeavors to forget her but later learns of her husband's anxieties over her frequent absences from home and employs John Mills, as a private detective, to shadow and report on her movements. Through this source, eventually, Miss Kerr's diary comes into Johnson's possession and through it he learns of the spiritual war she has been waging within herself in the effort to keep her promise not to return to him. Johnson's efforts to persuade her to resume their relationship end with the woman's sudden death. The ending is perhaps the least satisfactory part of the film.

Supporting roles are all well played and production values are uniformly good. It is a David E. Rose production, produced in England by David Lewis. Its name draw, performance and production standards remove it from the category of an "art" house attraction. It is eminently suitable for the general theatre.

Running time, 106 minutes. Adult classification. Release in May.

SHERWIN KANE

Japan Allows

(*Continued from page* 1)

102 films for the 1955-1956 year, it was stated, is the same as that of the previous year.

The news was said to have been met with mixed feelings here by member MPEA companies which, on one hand, felt that the quota should have been increased and, on the other hand, expressed satisfaction that the threatened cut in the quota from Japanese governmental sources did not materialize.

The provision on remittances in the new agreement was reported to be the same as last year, with the $5,200,000 ceiling on the yearly amount the American film industry can draw out of Japan remaining.

The remittance clause, in addition to the ceiling provision, provides for the following: American companies with a 70-30 franchise are allowed to take out 18.3 per cent of their gross receipts, subject to the prevailing ceiling; and companies with a 60-40 franchise are allowed to take out 24 per cent of the gross, the latter also being subject to the ceiling clause.

If the percentage of gross goes above the budgetary ceiling, adjustments will be made, it was stated. Based on the experience of the past year, the percentage of grosses allowed to be remitted is expected to be scaled downward.

All companies with the exception of Allied Artists, it was learned, operate under the 70-30 franchise.

Shopping Center Theatre

HARTFORD, April 12.—A huge shopping center, including an indoor theatre, will be built on Route 75, Windsor Locks, Conn., this fall, by Alexander Jarvis, Manchester, Conn., builder and developer.

Markets

(*Continued from page* 1)

quate scale without foreign markets. Nobody's domestic patronage is big enough to permit the industry to flourish as it should."

Johnston summarized some of the association's foreign negotiations in 1954 as follows:

France: An agreement was reached with the French Government for the importation of American pictures, remittance of income, and other matters through June 30.

Italy: An agreement was negotiated with the Italian government which became effective on Sept. 1, 1954, and expires Aug. 31, 1956. It provides for the importation of MPEA films to Italy, remittance of a portion of the receipts at the official rate of exchange, certain permissive methods for the remittance of additional amounts, and various other provisions relating to the industry.

Indonesia: After a long period of negotiation with the Indonesian government, arrangements were concluded to bring out a large proportion of the MPEA companies' earnings in that country during 1953, with the balance to be invested in the construction of a central film building in Djakarta and Government treasury bonds.

Argentina: Negotiations with the Argentine government resulted in the remittance of additional funds from that country.

United Kingdom: The agreement with the British government dealing with the importation of American films and remittance of earnings was extended, with minor modifications, for an additional year until Sept. 24.

Pakistan: An arrangement with the government was concluded which provides for the continued importation of American films and the terms under which the receipts may be transferred to the United States.

Burma: Adjustments were negotiated with the government involving customs duty, taxes, and remittances.

Taiwan: Discussions with the government of Formosa resulted in improved treatment for the member companies under the new import quota law.

Illinois Allied

(*Continued from page* 1)

you-see TV known to the Federal Communications Commission before the May 9 deadline fixed by the F.C.C.

The Illinois Allied Board also went on record opposing two bills, and approved one bill recently introduced in the Illinois State Legislature. The bills to which the board voiced its objection is one dealing with censorship by counties in unincorporated cities and the other prohibiting the construction or maintenance of screens visible on state highways.

Pennsylvania Allied

(*Continued from page* 1)

abandoning the field of theatrical film production in favor of motion pictures for television.

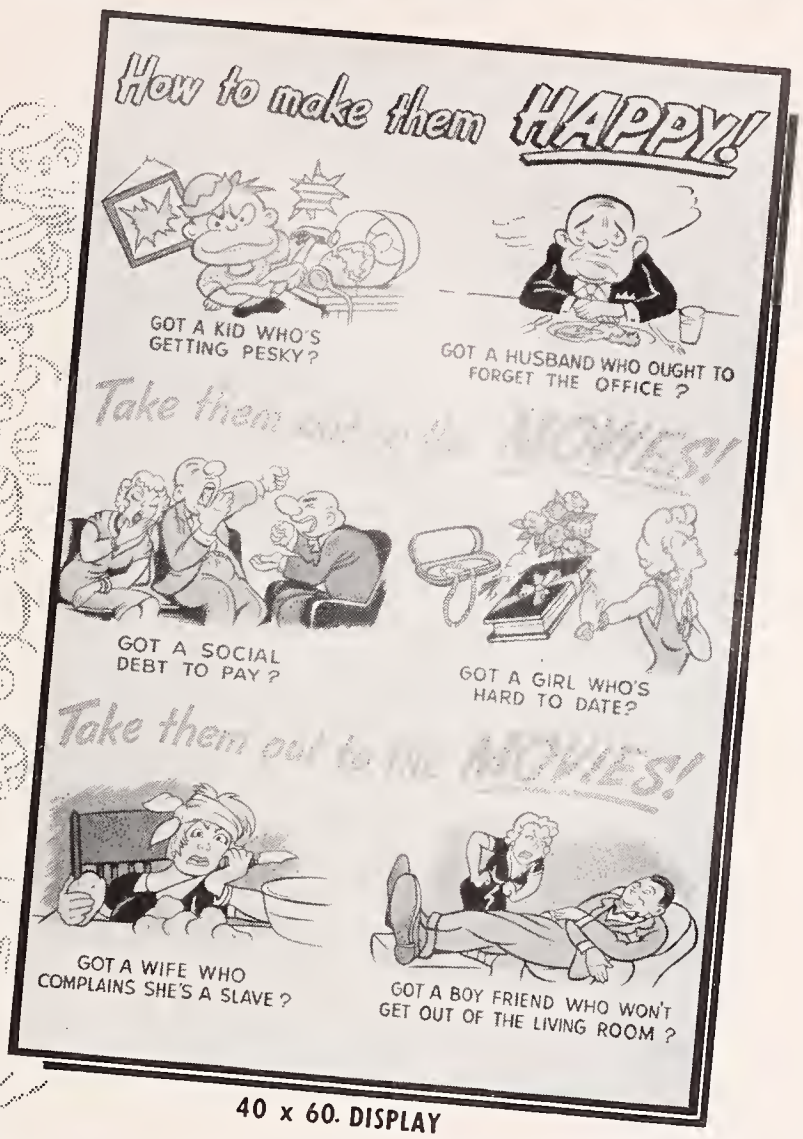
The AMPTOA statement pledging support to Yates was prepared prior to Yates statement of Monday, in which he assured the industry that "Republic plans to complete and deliver to exhibitors during the first six months of 1955 . . . a total of 20 pictures."

HAILED BY THE INDUSTRY!

"TAKE THEM OUT TO THE MOVIES"
FULL COLOR PROMOTIONAL DISPLAYS



30 x 40 DISPLAY



40 x 60. DISPLAY

- **In Lobbies, Out Front and Away-From Theatre**
- **In Store Windows and Inside Stores**
- **In Parking Garages and Lots**
- **In Hotels and Restaurants**
- **In conjunction with Contests and Special Exploitation on Specific Pictures**



AVAILABLE NOW FROM

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

National Pre-Selling

"WOMAN's Home Companion's" May issue devotes a full page to the review of "A Man Called Peter." The "Companion" reviewer calls this 20th-Century-Fox picture "an inspiring drama of a man close to God." Many photos taken on the production sets are used to illustrate the review.

•

Bob Hope as Eddie Foy of "The Seven Little Foys," a Paramount production, has the cover shot of the May issue of "Movie Prevue" magazine, which also provides its readers with a highly favorable text-and-pictures report on the film that gives Hope "his first real screen characterization."

•

"Life's" cover girl on the April 11 issue is Grace Kelly, star of Paramount's "The Country Girl." The cover is done in attractive complementary colors which should make many readers and people who peer at magazines on newsstands think that motion picture stars are prettier than ever.

UA's "Marty" is reviewed in the same issue. Two pages are devoted to this delightful story which "Life" reports "has been produced by Harold Hecht into a surprising little film gem."

•

Sam Goldwyn's feeling for detail is described by Tom Pryor in a four-page story appearing in the issue of "Collier's" to be on the newsstands tomorrow. The story is titled "The Goldwyns and 'Guys and Dolls'." It opens on a two-page spread in full color.

Pointing up Goldwyn's knack for salesmanship, Pryor's "Collier's" piece reveals that when Marlon Brando arrived at the Goldwyn home for an informal chat, he had grave misgivings about playing a singing role, but, "Before I realized what was happening," says Brando, "I was drifting off on a cloud saying to myself, 'You're only a bathtub singer, boy, but if the man insists you can sing and dance, why not take the chance?"

•

"Look" in the current issue published Peter Marshall's Easter poem, "Because He Rose." "A Man Called Peter" is based on the best-seller McGraw-Hill book written by Catherine Marshall, widow of Peter Marshall, who was chaplain of the United States Senate. A photo taken on the production set of "A Man Called Peter" accompanies the Marshall poem.

In the same issue is a three-page personality story of Nat Cole who will star in the UI picture, "The Nat King Cole Story."

Also in this issue is a pictorial story of Shirley MacLain, the new Paramount dancing star who will be seen in Alfred Hitchcock's "The Trouble with Harry."

•

Todd-AO's "Oklahoma" will get the substantial help of having one of its scenes reproduced in full color on the front cover of "This Week's" April 24 issue. In the same issue, Louis Berg has written a very interesting article on the Todd-AO process which uses film nearly twice the normal width.

WALTER HAAS

Product, Weather Were Factors

(Continued from page 1)

weather and better product, according to MOTION PICTURE DAILY correspondents reports.

Philadelphia Easter Business Up Over 1954

PHILADELPHIA, April 12. — First run business over the Easter weekend here was up over the same period last year, according to reports from exhibitors.

M-G-M's "Blackboard Jungle" broke the house record on Easter Sunday at the Arcadia Theatre with a $3,800 gross, while 20th Century-Fox's "A Man Called Peter" did a "big weekend business" to the tune of $13,000 at the Fox Theatre for Easter Saturday and Sunday.

Kansas City Turns Out To See 'Peter' Show

KANSAS CITY, April 12.—Twentieth Century-Fox's "A Man Called Peter" drew top attendance at the Orpheum Theatre here, house officials report, attributing the crowds to pre-Easter screenings of the film by the Kansas City Council of Churches for clergy.

Milwaukee Business Average Over Easter

MILWAUKEE, April 12. — With ideal Spring weather, theatre business here at conventional theatres was average and good in drive-ins over the Easter weekend, with some situations reporting that business was slightly below last year's figures.

Cleveland Easter Business Outgrossed 1954 Holiday

CLEVELAND, April 12. — Practically all of Cleveland's downtown theatres did a reasonably good Easter Sunday business aided by ideal weather which helped boost box office figures ahead of last year's rainy Easter marks, exhibitors report.

"The Blackboard Jungle" in its third week at Loew's State set the pace grossing $6,000 on Sunday, half of the theatre's average weekly gross. "The Country Girl" in its ninth week at the Loew's Stillman had a tremendous Sunday taking in $3,000. Loew's Ohio pulled $3,000 on Sunday with "On The Waterfront."

"A Man Called Peter" had a better than average Sunday at the RKO Palace with a $4,600 day. The Hippodrome also had a $3,000 day with "Man Without a Star." The Allen, playing "Long John Silver," reports about a 25 per cent drop from the 1954 Easter gross, the theatre then playing "Lucky Me."

St. Louis Business Average Over Easter

ST. LOUIS, April 12. — Theatre business was termed "average" over the Easter weekend here by exhibitors who said grosses were comparable to last year. "Cinerama Holiday" at the Ambassador did about the best business in town, taking in $5,280 on Saturday afternoon and $4,927 on Sunday.

Atlanta Easter 'Takes' Best in Three Years

ATLANTA, April 12.—The Easter weekend theatre business was called the best in three years, despite bad weather, according to exhibitors here. "A Man Called Peter" took in $10,000 at the Fox Theatre on Saturday and Sunday; "The Long Gray Line" in its third week at the Rialto took in $4,000 on the weekend; "Revenge of the Creature" at the Paramount took in $4,500.

Miami Business About 30% Ahead of '54 Easter

MIAMI, April 12.—Stanley Stern of Wometco Theatres here reported that Easter weekend business was roughly about 30 per cent ahead of the 1954 holiday figures and attributed the increase to better weather and better products.

Al Weiss of Florida State Theatres said weekend business just about equaled his 1954 grosses, while Curtis Miller, general manager of Claughton Theatres, reported circuit business averaged almost identical with that of last year.

Nashville Easter Crowds Lined Up For 'Peter'

NASHVILLE, April 12. — Crescent's Paramount Theatre, following a two-week top level attendance with "The Country Girl," had the S.R.O. sign hanging at the box office over the weekend when Easter crowds flocked in to see "A Man Called Peter."

Paramount manager Ben Garrett expects business for the entire Easter week to exceed "Climb the Highest Mountain" by at least 10 per cent.

Dismal Weather Harms N.O. Easter Business

NEW ORLEANS, April 12.—Dismal weather with incessant rain over the entire Easter weekend played havoc with theatre attendance here with one theatre official reporting "that the money we took in would not even fill an eyetooth."

Business Varies In Charlotte on Easter

CHARLOTTE, April 12. — With beautiful weather prevailing, some theatres here reported business on Easter weekend as "the worst ever" while others reported records.

At the Carolina Theatre, the city's largest film house, business was up 100 per cent over last year with the Dilworth reporting that its weekend gross was up 400 per cent over last year because of "On The Waterfront."

Grosses were about "60 per cent off" at the Manor where "Jupiter's Darling" was the attraction. The Imperial and Plaza also reported that business was "way off."

One theatre executive said, however, that grosses in drive-ins were exceedingly good, thanking the good weather for the attendance gain.

'Toki-Ri' Tops Easter Business in Dallas

DALLAS, April 12.—Paramount's "The Bridges of Toko-Ri" did the best box-office business among eight Rowley-United Theatres in Dallas, circuit officials reported, following the Easter weekend during which youngsters attended egg rolling contests in local parks.

Easter Business Up In Denver over 1954

DENVER, April 12. — Exhibitors here reported that business over the Easter weekend was generally better than business on the 1954 Easter, with fine holiday weather helping and hurting some theatres, depending on the film attraction.

Easter Business Normal In Oregon Despite Rain

PORTLAND, Ore., April 12.—Six downtown Portland theatres did a normal Easter weekend business, equalling their 1954 figures because of a heavy rain, house officials reported.

The top estimated Easter "take" was reported by the Evergreen Fox Theatre which grossed $3,200 with "A Man Called Peter." Six vicinity drive-in theatres opened for the season with a capacity Easter business.

S. F. Exhibitors Disappointed With Easter Due to Weather

SAN FRANCISCO, April 12. — Warm weather took people out of town over the Easter weekend and generally disappointing exhibitors who anticipated a capacity Easter weekend business.

However, theatremen here report that the total Easter week business is considered good with "Blackboard Jungle" at the Loew's Warfield in the top spot with an expected gross of $30,000.

'Underwater' Tops L.A. Easter Holiday Grosses

LOS ANGELES, April 12.—Howard Hughes' "Underwater" grossed $70,282 in its first five days playing at a total of 11 theatres in this area over the Easter weekend, according to Seymour Borde, RKO exchange manager here.

Balmy Weather Booms Albany Area Drive-Ins

ALBANY, April 12. — Balmy weather contributed to the generally excellent Easter business reported for area drive-ins but adversely affected patronage at some indoor theatres.

A shortage of outstanding attractions also worked against big grosses for conventional houses, observers believed. The 1,000-car Mohawk Drive-In on the Albany-Schenectady road, the largest in the exchange district, was said to have drawn potently over the weekend with two old releases.

Other immediate Albany area drive-ins, several of them playing newer releases, attracted substantial trade. Jules Perlmutter's Fort George Drive-In at Lake George—where the weather is cooler—racked up "better" weekend gross than last year. Perlmutter also said his Cobleskill Drive-In played to good business.

H-63 Asks Walsh For Para. Strike O.K.

The Home Office Employees Union, Local H-63, IATSE, has asked international IA president Richard Walsh for permission to strike at the Paramount Pictures home office following a breakoff in negotiations between the union and film company late last week, according to Russell M. Moss, H-63 executive vice-president.

Moss said that H-63 representatives, Paramount officials and Commissioner Mandelbaum of the Federal Mediation Service could not reach any agreement during a week of talks.

H-63, which covers some 225 "white collar" employees at Paramount, would walk out as soon as permission is granted by Walsh, Moss said.

Skouras

(Continued from page 1)

Theatre Owners of America as well as Allied States Association.

Rather than becoming embroiled in the exhibition-distribution dispute as to which project should be given top priority, Skouras pleaded that the go-ahead signal be given to both. Arbitration is needed, the 20th-Fox president declared, to lay the ground-work for harmonious distribution-exhibition relationship. "It surely merits top attention," he added.

On the other hand, Skouras said that his sentiments called for an industry round-table conference "as soon as possible." Exhibition and distribution, faced with the need to bring into being an arbitration system and the round-table conference, should dedicate itself to bring both about, Skouras declared.

The 20th-Fox president was questioned on whether he thought a "crisis," growing out of "outrageous" film terms, as recently charged by TOA, existed today in the industry. He replied that the "crisis" is due to insufficient pictures of better quality.

Skouras went on to say that his company was pursuing a policy of more and better pictures, pointing to the studio formula of not delaying pictures for the want of star names.

Asked about his company's TV plans, Skouras said that negotiations now are underway with all networks. He again stressed 20th-Fox's policy of utilizing TV programming for the promotion and exploitation of theatrical films. A great debt by the industry is owed to Walt Disney, Skouras continued, for showing how TV programming can be effectively employed to aid theatrical film releases.

Feels It Will Aid Industry

He said he looked to TV to bring back millions of people to motion picture theatres. "If all other commodities find the (TV) medium effective, why don't we?" Skouras questioned.

Regarding the company's plans to photograph in wide-film and then reduce for 35mm. exhibition Skouras repeated that the wide-film used would be 55mm. Asked why that gauge, he stated that such factors as the anamorphic lens and the problem of buckling, dictated 55mm. As previously indicated, he said that "The King and I," and "The Greatest Story Ever Told" were slated as the first two productions to be roadshowed with a six-track sound track in the new wide gauge film process. Only a few productions will be roadshowed in the 55mm. version, with the remainder reduced to 35mm., Skouras explained.

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NARTB RESOLUTION ON TOLL TV

Given below is the text of the resolution adopted by the television board of the National Association of Radio and Television Broadcasters, in opposition to the pending petitions for toll television.

"Whereas, FCC Public Notice Docket #11279 invited comments with regard to the petitions on behalf of certain subscription, or "pay-as-you-see," television proponents seeking the establishment of rules and standards for the introduction of a service limited to subscription or "pay-as-you-see" within the TV broadcast bands: and

"Whereas, the television broadcast bands and channels therein are presently allocated and assigned exclusively for unlimited television broadcast; and

"Whereas, the American public (including the owners of 34,000,000 television sets), is not now subject to governmental or private assessment for television reception within the television broadcast bands; and

"Whereas, the ability of the present system of free television to bring the finest in diversified programming, including news, public events and entertainment to all of the public is hereby re-affirmed; and

"Whereas, it is our belief that the legislative history of its enabling legislation does not clearly extend to the Federal Communications Commission the authority and guidance sufficient to allocate or assign any portion of the television broadcast bands to the limited purpose sought by the proponents; and

"Whereas, the proposal as made, if adopted, would necessarily diminish and encumber unlimited free reception by the public in order to provide this limited use; and

"Whereas, subscription television could be provided by other means without detriment to unlimited public reception of the present system of free television;

"Therefore be it resolved that the proposals as made are opposed as contrary to the public interest and further resolved that the management of the NARTB record by appropriate comments this resolution; appear and participate in all hearings and proceedings and take any and all necessary and proper steps to preserve unlimited public reception within the television broadcast bands."

'Blackboard Jungle' To Show in Memphis

MEMPHIS, April 12. — "The Blackboard Jungle," M-G-M drama on juvenile delinquency, will be shown in Memphis despite a ban by the Memphis and Shelby County board of censors.

Arthur Groom, manager of Loew's State Theatre, said he was notified today by Russ Bovim, Loew's Theatres' division manager in St. Louis, that the film would open at the State on April 22.

The film will be shown, for adults only, Groom said, on instruction from Loew's Theaters' New York office.

Lloyd T. Binford, chairman of the censor board, said "Blackboard Jungle" is being shown for adults only with the approval of the mayor.

Following the granting of permission for the showing of "Blackboard Jungle," Memphis exhibitors and distributors were quoted as asking, "Do all previously banned pictures now have a chance of being approved 'for adults only'?"

No answer seems to be forthcoming at this time.

RKO Theatres Board Reelects Officers

The board of directors of the RKO Theatres Corp., at a meeting held here this week, reelected the following officers: Albert A. List, chairman of the board; Sol A. Schwartz, president; William W. Howard, vice president; Dudley G. Layman, vice president and treasurer; T. F. O'Connor, vice-president; William F. Whitman, secretary and general counsel; H. E. Newcomb, comptroller: Louis Joffe, assistant secretary; Edward W. Avery and Arthur E. Bell, assistant treasurers.

Report 350 Dates on Disney's 'Crockett'

Over 350 bookings for Walt Disney's "Davy Crockett, King of the Wild Frontier," have been garnered to date, it was announced here yesterday by Leo F. Samuels, general sales manager of Buena Vista, the Disney distributing subsidiary.

Samuels, at a trade press conference, said the bookings came in during a two-week period, indicating what he called popular appeal of the wide-screen, color by Technicolor theatrical film version of the TV film series. On the basis of bookings to date, he estimated that there will be more than 1,300 play-offs of the picture during the first month of its release, from June 9 to July 9.

Confident Regarding Feature

Buena Vista's executive expressed his opinion that the current re-release of old "Davy Crockett" films will not take "the edge off" of Disney's 95 minute feature, culled from 144 minutes of TV black-and-white version.

Other than public opposition to booking the film by two Allied units, Samuels contended circuits, both large and small, throughout the country, are negotiating for the film. He said it would be kicked off in Texas on June 9 with saturation bookings.

Asked to assay the consequence of a successful theatrical run for what originally appeared on TV, Samuels replied that it would enable Disney to bring productions to theatres that he could not otherwise bring.

Charles Levy, advertising-publicity director, who attended the press conference, said that another consequence of TV's prior showing of a Disney theatrical release "is the overnight creation of a new star," Fess Parker, in the instance of "Davy Crockett, King of the Wild Frontier."

NARTB

(Continued from page 1)

the public interest could not tolerate this. It questioned whether the FCC has legal authority to approve any of the pending proposals.

The board did say, however, that it thought subscription TV could be provided in other ways without interfering with unlimited free television, and that it would have no objection to such a proposal. It did not give any details of how this might be done, but presumably it would be outside the present broadcast bands.

The NARTB's staff was directed by the board to present the association's stand to the FCC, to take part in all FCC hearings and proceedings on this question, and to take "any and all necessary and proper steps to preserve unlimited public reception within the television broadcast bands." NARTB will start by filing its comments on toll TV with the FCC before the May 9 deadline set for public comment.

Approved by 13 of 15

The board's position was approved by 13 of the 15 directors of the television board attending or represented at today's meeting. John Esau, of KTVQ, Oklahoma City, abstained from voting. Paul Raibourn, of KTLA, Los Angeles, dissented from the board's stand. Paramount, which owns KTLA, also owns International Telemeter Corp., one of the groups proposing toll-TV.

Some individual broadcasters will likely dissent from the official NARTB view, since some stations, notably in the ultra high frequencies, have been urging toll TV as likely to help them out of financial difficulties.

Spokesmen for the leading TV networks—CBS, NBC, ABC and DuMont—were all represented at today's meeting and approved the decision.

'Buddy Clark Story' Acquired by Deutsch

HOLLYWOOD, April 12.—Former M-G-M producer Armand Deutsch has purchased "The Buddy Clark Story," which he will produce independently under the title "Nedra," the late singer's widow, whose tragic life the story principally concerns.

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MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 73 NEW YORK, U.S.A., THURSDAY, APRIL 14, 1955 TEN CENTS

Committee Acts

House Slashes USIA Budget For Overseas

Asks Stress on 'Quality' Rather Than 'Quantity'

From THE DAILY Bureau

WASHINGTON, April 13.—The House Appropriations Committee cut sharply the money requested for the government's overseas film program and suggested the program emphasize "quality" rather than "quantity."

The committee said that not to exceed $3,000,000 should be available in the year starting July 1 for the Motion Picture Service of the U. S. Information Agency. The film service has $3,087,000 this year and had requested $4,484,000 for the coming year.

"The committee spent many hours viewing various films produced and/or edited by this agency, and is convinced that more emphasis must be placed on quality and less on quantity," the appropriations committee report said.

The committee voted $80,500,000 for

(*Continued on page 3*)

Memphis Censors Must Decide on 'Adults Only'

Special to THE DAILY

MEMPHIS, April 13. — Mayor Frank Tobey today tossed back into the lap of the city's censor board the question of whether pictures other than "Blackboard Jungle" can be shown for adults only.

"I have at all times supported the Board of Censors," Tobey said. "It is a matter for them to decide."

"Blackboard Jungle," banned by the censors, has been booked at Loew's

(*Continued on page 3*)

Color Films Subject Of Italo-U.K. Talks

From THE DAILY Bureau

LONDON, April 14.—Following discussions in Rome between representatives of the British Film Producers' Association and Associazione Nazionale Industrie Cinematografica Ed Affini, the former agreed to join in technical investigations into the quality of Italian colour printing.

The investigation becomes necessary, it is stated, in view of a proposed

(*Continued on page 7*)

Burton Robbins Heads Sales

H. Robbins Chairman of N.S.S., Dembow President

Herman Robbins, chairman of the board and president of National Screen Service for the past 25 years, this week was reelected chairman while relinquishing the post of president.

George F. Dembow, heretofore National Screen vice-president in charge of sales, was elected president. Burton E. Robbins, who has been assistant to the president, was elected by the board of directors to the vice-presidency in charge of sales, succeeding Dembow.



Herman Robbins

The board chairman is to be the chief executive officer, and the president, the chief operating officer.

William B. Brenner, long with National Screen, will continue as vice-president in charge of operations.

The changes were recommended to the board by Herman Robbins at a special meeting here on Monday and were approved by the board. They were announced to the National Screen Service district and branch managers in the field and to executives in the London office, the company's studio and home office by Robbins in a personal letter immediately afterward.

The letter, text of which was released yesterday, said in part: "In July I will be celebrating my 66th birthday. There is a strong urge in me to try to arrange things for the best interests of all of us, while I am healthy and active, rather than leave corporate leadership and authority to be determined when I am not as fortunate as I am these days,



George Dembow



Burton Robbins

blessed with good health and an active mind."

The letter then stated the recommendations reported above and continued:

"I am very happy to inform you that my recommendations were praised by the board as sound and logical, and

(*Continued on page 7*)

41 States Receive EFFG Prospectus

Theatre corporations and independent exhibitors, big and small, in 41 states and the District of Columbia have thus far received the prospectus of the Exhibitor Film Financial Group, Inc., according to the Theatre Owners of America sponsors of EFFG.

The EFFG, which is seeking exhibitor support in underwriting film production, will shortly mail a prospectus to Montana, the last state of the union presently planned for inclusion in the venture.

A TOA representative yesterday said that officials of EFFG have no present plans to send a prospectus of the recently formed organization to theatremen in Maine, New Hampshire, Vermont, North Carolina, North and South Dakota because of the limited

(*Continued on page 7*)

5 Divisional Meets Set By 20th-Fox

W. C. Gehring, executive assistant general sales manager of 20th Century-Fox, will preside at a series of five divisional sales meetings to be held during the next two weeks at which merchandising policy for the spring and summer exhibition seasons will be charted.

Western sales manager Alex Harrison and Eastern sales manager Glenn Norris will assist Gehring in leading the sessions, to be attended by division and branch managers accompanied by sales and other branch personnel.

The first of the spring sales conferences was held yesterday in Chicago. M. A. Levy, Midwest division sales manager, headed a delegation of executives from his territory at the conclave. Present along with Chicago

(*Continued on page 7*)

FCC Chairman

Promises, then Retracts on TV Public Hearing

Alternative May Be Oral Argument, but Not Both

By J. A. OTTEN

WASHINGTON, April 13.—Federal Communications Commission chairman George C. McConnaughey promised—and then later backtracked on his promise—that the FCC would hold public hearings on toll television.

The matter came up when McConnaughey testified before the House Commerce Committee on this year's FCC legislative program.

When Chairman Priest (D., Tenn.) and other members asked about pay-as-you-see television, McConnaughey noted that the commission had asked for comments by May 9 from interested parties and the public. "Does the Commission contemplate hearings any time soon after the comments come in?" Priest asked.

"I would assume we would have oral argument and hearings rather shortly after that," McConnaughey replied.

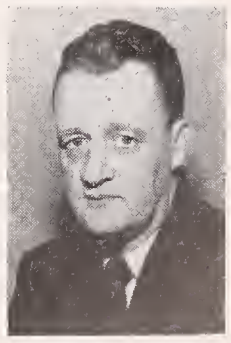
After the committee session, however, McConnaughey told reporters he

(*Continued on page 7*)

MPAA Elects Weber Treasurer; Shurlock Vice-Pres.

Eric Johnston was reelected president of the Motion Picture Association of America by the MPAA board of directors here yesterday.

The board, at its first quarterly meeting, at the same time elected Geoffrey Shurlock, director of the Production Code Administration, vice-president; Stanley R. Weber, treasurer, and Thomas McNamara, assistant treasurer.



Stanley Weber

Weber, a native of New York City, joined the association in 1941 as cashier, becoming assistant treasurer in 1948. He re-

(*Continued on page 2*)

Personal Mention

HARRY COHN, president of Columbia Pictures, has arrived in New York from the Coast.

•

SIR ARTHUR ELTON, film consultant for the Shell Petroleum Co., is scheduled to arrive in New York from London tomorrow via B.O.A.C.

•

BERNARD E. ZEEMAN, treasurer of Columbia Pictures International, will leave New York for London tomorrow via B.O.A.C. Monarch.

•

JOSEPH GINS, Universal Pictures district manager in Boston, was in Gloversville, N. Y., from there.

•

GARY COOPER is scheduled to leave New York by plane tomorrow for Europe.

•

NORMAN WEITMAN, Universal Pictures branch manager in Albany, was in Gloversville, N. Y., from there.

•

SHIRLEY YAMAGUCHI, Japanese actress, has arrived in New York from Hollywood.

•

MORRIS SAFIER, Western representative for Times Films, has arrived in New York from the Coast.

•

RICHARD FLEISCHER, director has returned to Hollywood from New York.

•

FRED ASTAIRE has returned to Hollywood from New York.

'Daddy' Air Plugs to Reach Vast Audience

Twentieth Century-Fox's radio and television promotion in behalf of its CinemaScope production of "Daddy Long Legs" has been designed to achieve an aggregate audience penetration of 359,083,000, the film company announces.

Two plugs on Ed Sullivan's CBS-TV show, "Toast of the Town," will result in a combined audience impact of over 80,000,000, with other network radio and television shows with high audience ratings, helping achieve the high penetration, 20th-Fox stated.

Mason Plans New Series

HOLLYWOOD, April 13.—James Mason, who bows out as host on the Lux television program on May 19 to start his own television productions which will continue quarter-hour readings starring himself, Pamela Mason and Richard Burton, will also produce and star in a half-hour anthology series and produce-direct an adventure series written by his wife with another top star in the lead.

Ferrer to 'War-Peace'

HOLLYWOOD, April 13. — Mel Ferrer has been signed to co-star with Audrey Hepburn in Ponti De Laurentiis' "War and Peace." Dino De Laurentiis will arrive here tomorrow to complete the casting.

Federation Council In Detroit Sessions

Special to THE DAILY

DETROIT, April 13.—Sneak previews of new pictures, two stars and costumes that have been used in famous pictures are booked for Detroit tomorrow and Friday.

The occasion is the first national convention of the Federation of Motion Picture Councils, Inc., in the Statler Hotel.

Delegates and council members, approximately 200, will see private screenings at the United Artists, Cinema, Michigan and Music Hall theatres.

George Murphy of M-G-M, Arthur H. DeBra of the Motion Picture Association of America and Robert Bendix, co-producer of "This is Cinerama" and "Cinerama Holiday" are to be speakers.

On the convention agenda is a panel to be moderated by Mrs. Max Williams, former president of the Greater Detroit Motion Picture Council and now president of the national federation.

F.E.B., Legion Included

Industry and the Film Estimate Board of the National Legion of Decency will be represented on the panel.

The council is a body of reviewers composed of club and organization representatives. It serves as the voice of what people want to see in pictures and interprets the industry to the people.

General convention chairman is Mrs. Daniel Hembel, who will be assisted by officers and committee chairman of the host group.

'Strange Lady' Bows In Texas Openings

SAN ANTONIO, April 13.—With Hollywood personalities Greer Garson, Dana Andrews, Gonzalez Gonzalez and Mervyn LeRoy participating in all festivities, world premiere of Warner Bros.' "Strange Lady in Town" drew record crowds to its world bow at the Paramount Theatre held in Austin. The opening teed off the picture's five-city Texas premiere which will continue today with an opening at the Majestic Theatre here.

Jack Klein Rites

PITTSBURGH, April 13. — Services for Jack Klein, co-owner of Maple Drive-In Theatre on Route 30, near here, were held today. A former druggist and a building contractor in his native McKeesport. Klein died Sunday in Shadyside Hospital here. His wife, mother, two sons, three brothers and a sister survive. Burial took place in Elrod Cemetery, McKeesport.

Writers Group to Meet

HOLLYWOOD, April 13. — The motion picture, television and radio writers group, the Writers Guild of America (West), has announced a three-day national council meeting, beginning on Friday here, to discuss the establishment of a liaison between Eastern members and to elect a national chairman.

Col. Exploitation Meet Tomorrow

Columbia Pictures' nine divisional field exploitation managers and key home office personnel will meet at the Warwick Hotel here tomorrow to set up a closer coordination between field operations and the company and to exchange ideas which are designed to aid exhibitors in boosting theatre tickit sales.

The exploitation managers are also expected to discuss advertising and promotion plans on forthcoming Columbia product in order to devise an over-all program of on-the-spot selling aid to exhibitors.

Paul N. Lazarus, Jr., vice-president in charge of advertising and publicity, will keynote the conference by emphasizing Columbia's desire to both enlarge the scope and intensify the effort of promotion activities at the point-of-sale, the theatre.

Nine Managers to Attend

The field exploitation division managers who will attend tomorrow's meeting include Jack Markle, Boston; Milt Young, Philadelphia; Sid Zins, Washington; Bob Weiner, Chicago; Jules Serkowich, Detroit; Mike Newman, Los Angeles, Sammy Siegel, Seattle; Lew Maren, San Francisco, and Jimmy Boyle, Dallas.

Columbia home offices executives who are participating in the one-day conference are Lazarus, Howard R. Lesieur, director of advertising, publicity and exploitation; Al Rylander, exploitation manager; Robert Ferguson, assistant to LeSieur, and Ray Murray, assistant exploitation manager.

Hub Easter Business Below Expectations

BOSTON, April 13.—With business not holding up to expectations during Easter week following a good weekend, local exhibitors are anticipating a pick-up in box office returns next week with the school vacation for youngsters.

Top business during this holiday week is expected by the Kenmore which should come close to the $10,000 mark with I.F.E.'s "Aida" in its first week, and Warner Brothers' "East of Eden" at the Metropolitan which should do a good $28,000 for Easter week, it was said.

Circuits Book 'Gina'

The RKO, Brandt, Skouras, Century, Randforce, J & J, Prudential and Five Boro theatres in the New York metropolitan area have booked IFE's "Bread, Love and Dreams," which stars Gina Lollobrigida," for exhibition during the latter part of April, according to Bernard Jacon, vice-president in charge of IFE sales.

George Calvert Dead

SEATTLE, April 13.—George Calvert, veteran theatre manager, is dead here at the age of 87. A native of Canada, he was most recently manager of the Pantages Theatre in Tacoma.

Elect Weber

(*Continued from page* 1)

places the late Frederick W. DuVall who died last January. Before joining the association, Weber was associated with Gannett newspapers and Consolidated Edison as an accountant.

The board also reelected the following incumbent officers: Ralph Hetzel, Kenneth Clark and G. Griffith Johnson, vice-presidents; Sidney Schreiber, secretary; William H. Roberts, assistant secretary, and James S. Howie, assistant secretary-treasurer.

Directors Elected

At the annual meeting of the members of the association which preceded the board meeting, the following directors were elected:

Johnston; Barney Balaban, president, and Austin Keough, vice-president, Paramount Pictures; Steve Broidy, president, and Edward Morey, vice-president, Allied Artists Productions; Jack Cohn, executive vice-president and Abe Schneider, vice-president, Columbia Pictures; Cecil B. deMille, director-producer, Cecil B. deMille; James R. Grainger, president, and William H. Clark, treasurer, RKO Radio Pictures; and Earle W. Hammons, president, Educational Films.

Also Arthur B. Krim, president, and Robert S. Benjamin, chairman of the board, United Artists; Milton R. Rackmil, president, and John J. O'Connor, vice-president, Universal Pictures; Hal E. Roach, president, Hal Roach Studios; Herman Robbins, president, National Screen Service; Nicholas M. Schenck, president, and Charles C. Moskowitz, vice-president and treasurer, Loew's, Inc.; Spyros P. Skouras, president, and W. C. Michel, executive vice-president, 20th Century-Fox; C. B. Stratton, executive vice-president, Cosmopolitan Corp.; Paul Terry, president, Terrytoons; Albert Warner and Sam Schneider, vice-presidents, Warner Bros. Pictures; Herbert J. Yates, president, and Theodore R. Black, associate general counsel, Republic Pictures.

Resolution Passed

The board also passed a resolution expressing its "profound sorrow" on the death of the late treasurer DuVall, conveying the sentiments of loss contained in the resolution to DuVall's family.

Atlanta Censors Ban 'Blackboard Jungle'

ATLANTA, April 13.—The Atlanta Board of Review has banned the exhibition of M-G-M's "Blackboard Jungle."

The chairman of the censor board did not state the reason for banning the picture in Atlanta.

'Thunderstorms' to A.A.

HOLLYWOOD, April 13.—"Thunderstorms," starring Linda Christian and Carlos Thompson, which Max Setton and Victor Pahlen will film in Spain beginning on May 1, will be distributed by Allied Artists, it was disclosed here today by Walter Mirisch, vice-president of A.A.

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People

Mrs. Frankie English, for many years with the Paramount exchange in Atlanta, was named "WOMPI of the Year" at a dance at the Variety Club. She received what will be known as the Laura Kenny award. It is based on loyalty at attendance of meetings, willingness to work, individual achievement in service and interest in the promotion of WOMPI.

¤

Robert Montgomery will solicit the entertainment industry as chairman of the communications division of the Legal Aid Society.

¤

Johnnie Sims has joined Capital City Supply Co. in Atlanta as a sales representative.

¤

Mrs. Faye Lenkeit, of the Allied Artists' exchange in Atlanta, has resigned to live in Florida.

¤

C. Hambas, formerly head of the accounting department at Allied Artists International has been named assistant chief accountant of Allied Artists Pictures, it was announced by **Earl E. Revoir,** assistant treasurer of the company.

¤

Emmett R. Salzberg has been named sales manager of Circle Film Laboratories by **Herbert R. Pilzer,** president of the organization.

¤

Joseph Dubiel is the new assistant manager of the Empire Theatre in Fall River, Mass.

¤

Harold Hughes, associated in distribution in the Buffalo area for a number of years, has been named manager of the Colonial Theatre, a unit of the Gammel community chain.

¤

Emil Davis, service manager with National Screen Service in San Francisco for 15 years, has been promoted by **Jack Marpole,** branch manager, to sales representative.

¤

Mrs. Morton Scott has been elected president of the Ladies Auxiliary, Tent 25, Los Angeles Variety Club. Others elected include: **Mrs. M. J. E. McCarthy,** vice-president; **Mrs. Ezra Stern,** vice-president; **Mrs. W. H. Lollier,** property mistress, and **Mrs. Fred Stein,** dough girl.

¤

Cecil Franklin and **Dave Hunter,** veteran projectionists of Buffalo, are retiring. Franklin has served at Shea's Buffalo since 1928 and Hunter for about 22 years.

¤

M. D. (Doc) Howe is the new house manager of Eitel's Palace in Chicago, replacing **Ed Wappler,** who resigned.

Begin 'Grass Roots' Drive Across U. S. Vs. Toll TV

A drive on the grass roots level to enlist support against toll TV currently is under way nationally, it was learned here yesterday.

The campaign, spearheaded by the Committee Against Pay-As-You-See TV, has as its purpose to get local civic and business organizations to go on public record against toll TV, as well as to have individual citizens such as the local drug store man to make his anti-toll TV sentiments known to the Federal Communications Commission.

Actively aiding the drive are a number of local broadcast station owners throughout the country, it was learned.

Another facet of the program deals with attempting to obtain the support of the American Legion. It has been pointed out to Legion officials that, in addition to the economic implications involved if toll TV was ever realized, hospitalized veterans may be adversely affected by the proposed system. Fights and baseball games which are now televised free in veterans' hospitals, anti-toll TV forces argue, would have to be paid for if toll TV won FCC approval.

The Legion, it was learned, will take up the toll TV issue at its executive committee meeting in Indianapolis, slated for the first week in May.

Neighborhood groups such as the Bronx Chamber of Commerce in New York and elsewhere have been approached by exhibitors and representatives of exhibitor groups to join the anti-toll TV fight, it was learned, with exhibitor representatives pointing out what they contend to be the adverse effects of toll TV. According to a committee spokesman, the drive is just beginning to bear fruit and new allies in the toll TV fight representing the grass roots level will be announced in the near future.

Gary Stevens Heads WB's TV Division

BURBANK, Calif., April 12.—Jack L. Warner, executive producer, has announced the appointment of Gary Stevens as general manager of the Warner Brothers television division which will produce the "Warner Bros. Presents" series of full-hour feature pictures to be telecast weekly over the ABC-TV network.

Warner also announced that Art Silver will be in charge of the "behind the scenes" subjects which will be shown with each of the "Warner Bros. Presents" features. He further stated that Solly Baiano, formerly the head of the Warner Brothers Studio casting department, will be in charge of casting for all units of the company's television division.

All Divisions Under Warner

All of Warner Bros. Pictures television activities, including those of "Warner Bros. Presents," and the separate subsidiary, Sunset Productions, will be under personal supervision of Jack L. Warner.

Dennis Carlin Joins Mel Gold Division

The appointment of Dennis D. Carlin, as executive producer of the industrial and dramatic film division of Mel Gold Productions, Inc., was announced by Mel Gold, president. Carlin, who had been associated with Republic Pictures Corp. for 20 years, resigned his post as advertising manager to join Mel Gold Productions, which is now instituting an expansion of this division.

Among his first assignments will be a T.V. film series, based on the dramatic findings of noted archeologist Dr. Paul Ilton.

Powers Hospitalized

PORTLAND, Ore., April 13.—Charles Powers, veteran Portland exchange manager for 20th Century-Fox has entered Good Samaritan Hospital here. His condition is reported as fair to poor.

USIA Budget

(*Continued from page* 1)

the entire U.S. information agency, compared with $77,114,000 this year and $88,500,000 requested.

In another action, the appropriations group voted the full $3,100,000 requested by the Justice Department's anti-trust division. This is the same amount the division had last year. The committee said it "expects a vigorous and effective program" of anti-trust enforcement.

Memphis Censors

(*Continued from page* 1)

State for April 22, for adults only, apparently with no disapproval.

Censor chairman Lloyd T. Binford says the censor board has no power, under the present law, to approve pictures for adults only. He would like to see the City Commission change the ordinance so that the board could pass pictures for adults only, saying it would reduce pictures banned by about 50 per cent.

Binford referred Cecil Vogel, manager of Loew's Palace, to the mayor. Binford said he had no objection to letting "Blackboard Jungle" be shown for adults only, but that the board does not have such authority.

It's still unclear just who said it would be all right, but apparently neither the mayor nor Binford is objecting. However, no policy on other banned pictures has been announced. Mayor Tobey said it was all right to show "Blackboard Jungle" for adults if it was all right with the censor board.

'Barabbas' to Brandt

Leon L. Brandt Associates have been appointed United States distributors of the motion picture "Barabbas," it was announced by George Lax and Joseph Julian, producers of the American version. "Barabbas," winner of the Selznick Silver Laurel Award, is based on the novel by Par Lagerkvist, recipient of the Nobel Prize for literature in 1951.

TENT TALK

Variety Club News

LONDON—Variety Club of Great Britain paid honor at the Savoy Hotel to Dr. Roger Bannister, first athlete in history to run a mile in less than four minutes. Dr. Bannister performed the feat at Oxford on May 8 and a month later at Vancouver. At the VC dinner in his honor, Dr. Bannister received the Helms Trophy, presented by the Helms Athletic Foundation of America.

△

HOUSTON—The Variety Club here has inaugurated a Sunday evening "family night buffet" at its new club rooms. The weekly affairs will run from 4 to 8 P.M.

△

MIAMI—A "Committee of 1,000" has been formed here by the local Variety Club to obtain 1,000 benefactors who will give $100 each to the tent's Crippled Children's Hospital. At a kick-off party, guests were Jack Dempsey, Betty Hutton, Frank Leahy, former Notre Dame coach, and the entire Brooklyn Dodgers team.

The Miami tent has launched its publication, "Variety Barker." In the initial issue, chief barker Maurey Ashmann wrote: "Your card and key to Variety Club brings you the association of fellowship of many like yourself—your efforts for Variety pay the highest returns possible—just visit the hospital and see the youngsters—that's the story your heart will understand better than words."

△

WASHINGTON—Nathan D. Golden, international heart chairman for Variety Clubs International, has announced the panel of judges of the heart reports at the international convention in Los Angeles, May 4-7. Those who have accepted to serve are W. R. Wilkinson, "Hollywood Reporter," chairman; William R. Weaver, Quigley Publications; Ben Shlyen, "Boxoffice"; Charles Alicoate, "Film Daily"; and Joe Schoenfeld, "Variety."

△

ATLANTA—Publication of the Atlanta tent's first monthly bulletin started with the April issue. It will be known as "The Barker."

△

ST. LOUIS—The Variety Club of St. Louis announced in the April issue of its bulletin, "The Voice of Variety" the opening of the new club quarters at the Hotel Chase.

△

ALBANY—The Variety Club of this city has ear-marked $12,250 to accommodate 554 boys for two weeks vacations at Camp Thacher, chief barker George H. Schenck revealed. No borrowing will be necessary this year, the Heart Fund having the funds required. They were raised through the annual "Denial Drive," in which public contributions were solicited. A small capital expenditure will be made to replace a boat house recently blown down at the mountain camp.

For 6 successive programs on TV
"Truth or Consequences" show is bu
Audience for "STRANGE LAD

Blanketing the Nation weekly from April 5th to May 4th! Over 99!!! NBC-TV STATIONS WITH 30 MILLION PEOPLE WATCHING! PLUS NBC RADIO NETWORK COAST-TO-COAST!

Here's what's happening: On the April 5th telecast famed Jack Bailey, M.C. of Old Gold's "Truth or Consequences" program, selected a contestant to hitch-hike—or horseback—from Los Angeles to the town of "Truth or Consequences" in New Mexico. On the same night the contestant was introduced to a masked woman called the STRANGE LADY IN TOWN! He is to arrive at his destina-



STARRING

GREER GARSON • DANA ANDREWS

PRODUCED AND DIRECTED BY MERVYN LeROY

ALSO STARRING CAMERON MITCHELL LOIS SMITH WITH WALTER HAMPDEN · GONZALEZ GONZALEZ

Story and Screen Play by FRANK BUTLER Music Composed and Conducted by DIMITRI TIOMKIN

and the voice of FRANKIE LAINE singing 'Strange Lady in Town'

WARNERCOLOR CINEMASCOPE STEREOPHONIC SOUND

THIS IS THE TREMENDOUS NBC-TV STATION LINE-UP

City & State	Station	Local Time Of Telecast
ALBUQUERQUE, N. MEX.	KOB-TV	8:00- 8:30 PM
ATLANTA, GA.	WSB-TV	10:00-10:30 PM
AUGUSTA, GA.	WJBF-TV	10:00-10:30 PM
AUSTIN, TEX.	KTBC-TV	9:00- 9:30 PM
BAKERSFIELD, CALIF.	KERO-TV	10:00-10:30 PM
BALTIMORE, MD.	WBAL-TV	10:00-10:30 PM
BANGOR, ME.	WABI-TV	10:00-10:30 PM
BAY CITY-SAGINAW, MICH.	WNEM-TV	9:00- 9:30 PM
BLOOMINGTON, IND.	WTTV	9:00- 9:30 PM
BOSTON, MASS.	WBZ-TV	10:00-10:30 PM
BUFFALO, N. Y.	WGR-TV	10:00-10:30 PM
BURLINGTON, VT.	WMVT	10:00-10:30 PM
CHATTANOOGA, TENN.	WDEF-TV	9:00- 9:30 PM
CHARLESTON, S. C.	WUSN-TV	10:00-10:30 PM
CHICAGO, ILL.	WNBQ	9:00- 9:30 PM
CLEVELAND, OHIO	WNBK	10:00-10:30 PM
COLUMBIA, S. C.	WIS-TV	10:00-10:30 PM
COLUMBUS, OHIO	WLW-C	10:00-10:30 PM
DAVENPORT, IOWA	WOC-TV	9:00- 9:30 PM
DENVER, COLO.	KOA-TV	8:00- 8:30 PM
DES MOINES, IOWA	WHO-TV	9:00- 9:30 PM
DETROIT, MICH.	WWJ-TV	10:00-10:30 PM
DULUTH, MINN.	WDSM-TV	9:00- 9:30 PM
ELKHART, IND.	WSJV-TV	9:00- 9:30 PM
ERIE, PA.	WICU	10:00-10:30 PM
FARGO, N. D.	WDAY-TV	9:00- 9:30 PM
FORT WAYNE, IND.	WKJG-TV	9:00- 9:30 PM
FORT WORTH, TEX.	WBAP-TV	9:00- 9:30 PM
FRESNO, CALIF.	KMJ-TV	10:00-10:30 PM
GRAND RAPIDS, MICH.	WOOD-TV	10:00-10:30 PM
GREENVILLE, S. C.	WFBC-TV	10:00-10:30 PM
HOUSTON, TEX.	KPRC-TV	9:00- 9:30 PM
JACKSON, MISS.	WLBT	9:00- 9:30 PM
JOHNSTOWN, PA. (Alt. Weeks)	WJAC-TV	10:00-10:30 PM
KANSAS CITY, MO.	WDAF-TV	9:00- 9:30
LA CROSSE, WISC.	WKBT	9:00- 9:30
LANCASTER, PA.	WGAL-TV	10:00-10:30
LANSING, MICH.	WJIM-TV	10:00-10:30
LEXINGTON, KY.	WLEX-TV	10:00-10:30
LIMA, OHIO	WLOK-TV	10:00-10:30
LOS ANGELES, CALIF.	KRCA	10:00-10:30
LOUISVILLE, KY.	WAVE-TV	9:00- 9:30
LUBBOCK, TEX.	KCBD-TV	9:00- 9:30
MACON, GA.	WNEX-TV	10:00-10:30
MEMPHIS, TENN.	WMCT	9:00- 9:30
MIAMI, FLA.	WGBS-TV	10:00-10:30
MILWAUKEE, WISC.	WTMJ-TV	9:00- 9:30
MOBILE, ALA.	WALA-TV	9:00- 9:30
MONROE, LA.	KNOE-TV	9:00- 9:30
MONTGOMERY, ALA.	WSFA-TV	9:00- 9:30
MUNCIE, IND.	WLBC-TV	9:00- 9:30

d Radio the Famed
ling a Tremendous
N TOWN"

ion April 15th. There he will meet the STRANGE LADY IN TOWN again who will be his date during a 3-day Fiesta being held. She will be unmasked at that time.

On April 12th, Telecast of the contestant's progress en route to meet the STRANGE LADY IN TOWN! On April 19th, Telecast of contestant's reward or fine, and film of the unmasking at the Fiesta, of the STRANGE LADY IN TOWN. Then on April 20th, April 27th and May 4th NBC Radio Network takes over and broadcasts entire event *again!*



ANOTHER SOLID SHOWMANSHIP 'FIRST' FROM WARNER BROS.! TIMED ON-THE-BUTTON FOR A PERFECT CASH-IN WITH NATIONAL RELEASE!

& State	Station	Local Time Of Telecast
HVILLE, TENN.	WSM-TV	9:00- 9:30 PM
V HAVEN, CONN.	WNHC-TV	10:00-10:30 PM
V ORLEANS, LA.	WDSU-TV	9:00- 9:30 PM
V YORK, N. Y.	WRCA-TV	10:00-10:30 PM
RFOLK, VA.	WVEC-TV	10:00-10:30 PM
AHA, NEBR.	WOW-TV	9:00- 9:30 PM
RIA, ILL.	WEEK-TV	9:00- 9:30 PM
LADELPHIA, PA.	WPTZ	10:00-10:30 PM
ENIX, ARIZ.	KVAR-TV	8:00- 8:30 PM
TSBURG, KANS.	KOAM-TV	9:00- 9:30 PM
TLAND, ME.	WCSH-TV	10:00-10:30 PM
TLAND, ORE.	KPTV	10:00-10:30 PM
VIDENCE, R. I.	WJAR-TV	10:00-10:30 PM
DING, PA.	WEEU-TV	10:00-10:30 PM
HMOND, VA.	WTVR	10:00-10:30 PM
NOKE, VA.	WSLS-TV	10:00-10:30 PM
CHESTER, N. Y.	WHAM-TV	10:00-10:30 PM
LOUIS, MO.	KSD-TV	9:00- 9:30 PM

City & State	Station	Local Time Of Telecast
ST. PAUL, MINN.	KSTP-TV	9:00- 9:30 PM
SALT LAKE CITY, UTAH	KTVT	8:00- 8:30 PM
SAN ANTONIO, TEX.	WOAI-TV	9:00- 9:30 PM
SAN DIEGO, CALIF.	KFSO-TV	10:00-10:30 PM
SAN FRANCISCO, CALIF.	KRON-TV	10:00-10:30 PM
SEATTLE, WASH.	KOMO-TV	10:00-10:30 PM
SCHENECTADY, N. Y.	WRGB	10:00-10:30 PM
SIOUX FALLS, S. D.	KELO-TV	9:00- 9:30 PM
SPOKANE, WASH.	KHQ-TV	10:00-10:30 PM
SPRINGFIELD, MASS.	WWLP	10:00-10:30 PM
TAMPA, FLA.	WFLA-TV	10:00-10:30 PM
TULSA, OKLA.	KVOO-TV	9:00- 9:30 PM
UTICA, N. Y.	WKTV	10:00-10:30 PM
WASHINGTON, D. C.	WRC-TV	10:00-10:30 PM
WEST PALM BEACH, FLA.	WJNO-TV	10:00-10:30 PM
WHEELING, W. VA.	WTRF-TV	10:00-10:30 PM
WICHITA FALLS, TEX.	KFOX-TV	9:00- 9:30 PM
WILKES-BARRE, PA.	WBRE-TV	10:00-10:30 PM

City & State	Station	Local Time Of Telecast
WILMINGTON, DEL.	WOEL-TV	10:00-10:30 PM
WILMINGTON, N. C.	WMFD-TV	10:00-10:30 PM
WINSTON-SALEM, N. C.	WSJS-TV	10:00-10:30 PM
YOUNGSTOWN, OHIO	WFMJ-TV	10:00-10:30 PM

PROGRAM CARRIED LATER AS SHOWN

City & State	Station		Local Time of Telecast	Days Delay
BATON ROUGE, LA.	WAFB-TV	Tues.	10:00-10:30 PM	7
BIRMINGHAM, ALA.	WABT	Thur.	10:00-10:30 PM	9
BOISE, IDAHO	KIOO-TV	Tues.	10:00-10:30 PM	14
BUTTE, MONT.	KXLF-TV	Tues.	9:30-10:00 PM	14
COLUMBUS, GA.	WDAK-TV	Tues.	10:30-11:00 PM	14
EAU CLAIRE, WIS.	WEAU-TV	Tues.	9:00- 9:30 PM	7
HONOLULU, HAWAII	KONA-TV	Fri.	8:00- 8:30 PM	17
HUNTINGTON, W. VA.	WSAZ-TV	Tues.	7:00- 7:30 PM	7
JACKSONVILLE, FLA.	WJHP-TV	Fri.	8:00- 8:30 PM	17
OKLAHOMA CITY, OKLA.	WKY-TV	Tues.	10:30-11:00 PM	21
WILMINGTON, N. C.	WMFD-TV	Tues.	10:00-10:30 PM	7

ND! AND! AND! NBC-RADIO NETWORK IN ADDITION!

Motion Picture Daily Feature Reviews

"Violent Saturday"

(20th Century-Fox)
(CinemaScope) *Hollywood, April* 13

THE customers will get more than their money's worth out of this exciting piece of entertainment.

It unfolds as a correlation of incidents in the personal lives of some everyday people, during a 24-hour period, in a modern Western mining town. It depicts with complete honesty and absorbing reality the effects upon those lives after they are drawn unwittingly into the action of a planned bank robbery.

There just isn't a dull moment in this money-maker, which can be attributed largely to Richard Fleischer's direction and Louis Loeffler's expert editing. Fleischer is deserving of an M.S. (Master of Suspense) degree for his method of incorporating colorful backgrounds in CinemaScope to support his cleverly-paced approach to the exciting climax. His ability to secure performances that have a natural ring adds warmth and charm to this unusual film, in color by De Luxe.

The development and production of Sydney Boehm's screenplay, based on William Heath's novel, which was also published in "Cosmopolitan" magazine, can be counted as another distinct credit for Buddy Adler. His selection of an intriguing trio of he-men in the stellar leads, Victor Mature, Richard Egan and Stephen McNally could make this a marquee block-buster. Add the names of J. Carrol Naish, Ernest Borgnine, Lee Marvin, Tommy Noonan, Sylvia Sidney and the impressive newcomer, Virginia Leith, to any available space in the front of the theatre for their memorable contributions.

The script captures the audience swiftly with McNally's plan and execution of a bank robbery five minutes before closing time on a Saturday noon. Augmenting the central theme are related vignettes dealing with the "Peeping Tom" habits of Noonan, a meek-mannered married man, who harbors a secret crush for Miss Leith, an attractive nurse. She, in turn, carries a private torch for her boss and wealthy mine owner, Egan. Miss Leith cautions Egan's wife to quit running around with other men or she'll lose her husband who has taken to drink. Mature, who works for Egan, finds a problem in convincing his young son that he could not be a hero on the fighting front if the government placed him in charge of operating the copper mines at home.

When McNally and his two henchmen, Marvin and Naish, pull the robbery, the course of action has them kidnaping Mature for the use of his car; they place him, and an Amish farmer, Borgnine, and his family in an out of the way barn under a fourth partner's gun care. Egan's wife is killed by one of the gangster's bullets during the bank holdup. When the hoodlums return to the barn they find Mature waiting to kill them off after killing and taking possession of his captor's shotgun. This results in making him a new kind of hero to his son and his friends.

Running time, 91 minutes. General classification. Release date, not set.

SAMUEL D. BERNS

"Strange Lady in Town"

(Warner Brothers)
(CinemaScope) *Hollywood, April* 13

THE Santa Fe of 1880 is the scene of this Mervyn LeRoy production, and in the CinemaScope and WarnerColor of 1955 the Sante Fe of 1880 is a mighty fascinating setting for this or any story. More than that, it's an arrestingly appropriate background for the flamingly red-haired Greer Garson, playing the lady of the title, and for the colorfully garbed citizenry of the period—Spanish, Indian, cavalry—whose customs and ways of life are disclosed in detail and in aggregate as the professionally competitive romance between Miss Garson and Dana Andrews—doctors both, and both dedicated to the care of the health of the community—is worked out to proper conclusion.

Against this intrinsically charming background producer-director LeRoy has filmed a script by Frank Butler that tells a tale, rather than in strictest sense a story, that erupts abruptly at unstipulated intervals into incidents of violence which have their own respective impact although they relate only indirectly to the straight, simple line of the Garson-Andrews romance. Principal players in support are Cameron Mitchell, as Miss Garson's no-good brother; Lois Smith, as Andrews' 'teen-aged daughter; Walter Hampden, as a priest beloved by all, and Gonzalez Gonzalez, the Groucho Marx discovery, as a cavalry soldier and the comedy relief.

This is the fourth picture in which LeRoy has directed Miss Garson, the first being the unforgettable "Blossoms In the Dust," the second "Random Harvest" and the third "Madame Curie." This is not to say that "Strange Lady In Town" resembles these films in any other particular, save possibly in that each of them shared with this one a reliance on a loosely strung central thread, but is rather to suggest that in this long record of successful association of director and star may abide a firmer promise for the financial future of the present picture than in any critical prediction.

The script brings Miss Garson to Santa Fe in 1880 as a doctor hopeful of finding in the West a more open-minded acceptance of lady doctors than in the East. Instead she finds Andrews, a resident doctor of means, who has a monopoly on the local doctoring industry and a firm belief that woman's place is in the home. Between then and the clinch that's indicated from the beginning, her brother gets caught cheating at cards, kills his detector, flees army jail, engineers a futile bank robbery, finally getting killed by a posse, while Andrews' daughter, who's been in love with the criminal, and the lady doctor look helplessly on. There's more before the wind-up, but the rest appears tacked-on to let things cool off before the wind-up.

Running time 117 minutes. General classification. Release date, May 28.

WILLIAM R. WEAVER

"Cell 2455, Death Row"

(Columbia)

A BULLET-PACED melodrama that sizzles all the way has been produced from the autobiography of Caryl Chessman, a criminal whose story is not a pretty one. It mirrors crime as the sordid, heartless business that it is, but does so with such force that it should be a field day for action fans.

Alhough the film graphically portrays the various exploits of the "hero," it tries to explain, as Chessman did in his book, why youth turns to crime and how pointless it really is.

William Campbell, heretofore seen in minor roles, plays Chessman, although given a different character name. The title refers to the cell where he is awaiting the gas chamber for the fourth time, having won three reprieves by his own efforts in studying criminal law. He ponders his fate and the picture then flashes back to his life since childhood.

As a teenager, he was forced by his father's poverty and his bedridden mother's disability, to steal groceries for the hungry family. This crime of necessity soon turned to one of thrills and by the age of 18, he was a veteran of a reform school and the leader of his gang. The more he matured, the more daring his crimes, his captures by the police and his escapes from prison.

After serving time in Folsom, a maximum security prison, he decides to play it smart and prey only on other gangsters. It is about this time that he's arrested for being the "Red Light" bandit, a madman who holds up couples and assaults women. Despite discrepancies in the descriptions given by various victims, circumstantial evidence convicts him and brings him to Cell 2455, Death Row.

It is here that he feverishly studies law which enables him to get still another reprieve as the film ends. The story is not over, however, for the real Chessman is still in prison. As the picture is based on his own story, it's a matter of conjecture as to whether or not he is innocent. It adds an interesting exploitable angle to a film already loaded with them.

Campbell, in his first important role, is extremely good as the calculating, intelligent criminal. It should certainly give his career a tremendous push. Robert Campbell, his brother, plays Chessman as a boy and Marian Carr is seen as the inevitable moll. There are no marquee names in the cast, but the general unfamiliarity coupled with realistic performances, gives the picture a documentary flavor all to the good.

Jack DeWitt wrote the screenplay and an exciting one it is. Wallace MacDonald produced and Fred F. Sears directed. They have made a film composed of familiar subject matter but told professionally and skillfully.

Running time, 77 minutes. Adult classification. For release in May.

"Dial Red O"

(Allied Artists) *Hollywood, April* 13

BILL ELLIOTT, long identified as a symbol of the Old West, discards his horse and chaps in favor of the mufti and badge of the present-day Los Angeles Sheriff's office in this melodrama. That, in itself, probably could be the outstanding sales point to be stressed. In his new identity, Elliott may or may not retain the popularity he has enjoyed during his years in the saddle, but he's as grim and determined in this characterization as he was in the old one.

In any case, he's seen here as the key character in a story about crime in Los Angeles County, and it probably makes no difference to audiences in general that the part of Los Angeles County in which this crime occurs is surrounded by the city of Los Angeles—a local phenomenon—so that the Sheriff's office has dominion over law-enforcement and the Los Angeles city police have not. The geography is unimportant, for story purposes, but accounts for the identification of the hero with the county constabulary rather than with the city police department that has charge of Jack Webb's "Dragnet" empire.

The crime that engages the professional attention of Elliott and his aides is the murder by a realtor of a young woman whom he's been supporting in luxurious manner while her husband languishes in a Veterans Hospital under observation for mental disturbance. The killer's reason for killing the young woman is her dual disclosure that she's just received final divorce papers and that she's pregnant, wherefore she expects him to free himself from his wife and child forthwith and marry her. By coincidence, the woman's now divorced husband has taken unauthorized leave of the hospital that day, and when the body's discovered, following a tip phoned by the killer in attempt to involve the escapee, suspicion turns to him, but Elliott finds out all about everything and winds up with the right man in jail.

Keith Larsen is the innocent ex-husband, Helene Stanley the errant wife. Paul Picerni as the infamous realtor and Jack Kruschen as a neighbor of the murder-ee, are foremost in support. Vincent M. Fennelly produced, with Daniel B. Ullman writing and directing.

Running time, 63 minutes. Adult classification.

W. R. W.

'Affair' to Victoria

Columbia's "The End of the Affair," based upon Graham Greene's novel and starring Deborah Kerr, Van Johnson and John Mills, will have its premiere at the Victoria Theatre here following the current run of "Man Without a Star."

'Melody' Down Under

M-G-M's world premiere of "Interrupted Melody" will take place at the Metro-Collins St. Theatre in Melbourne, Australia, on April 20. The event will mark the first world premiere of a major Hollywood picture in Australia.

20th Meets

(Continued from page 1)

branch manager T. R. Gilliam, were the managers of the company's Des Moines, Kansas City, Milwaukee, Minneapolis, Omaha and St. Louis offices.

The second conference will be held today in Cleveland with the Central sales division under the managership of T. O. McCleaster. Present are managers and personnel from the company's Cincinnati, Cleveland, Detroit, Indianapolis and Pittsburgh offices. Attending from the home office are Glenn Norris, Jack Bloom, national circuits contact, and Roger Ferri, editor of the "Dynamo."

Next Thursday, personnel of Martin Moskowitz's Atlantic division and toppers from the Northeast sales area will attend a policy-charting conference in Philadelphia. Offices to be represented are Philadelphia, Washington, New York, Buffalo, Albany, Boston and New Haven.

The fourth meeting will be held in Atlanta on April 22, with Harry Ballance's Southern division. Attending will be Paul Wilson, assistant division head, and managers of the Atlanta, Charlotte, Dallas, Jacksonville, Memphis, New Orleans, and Oklahoma City exchanges.

On April 27, the fifth and concluding session will be held in Los Angeles with the Western sales division. Present will be Herman Wobber, division head, Reville Kniffin, assistant division manager, and managers of the Denver, Los Angeles, Portland, Salt Lake City, San Francisco and Seattle offices.

20th Reports Top 'Peter' Business

Twentieth Century-Fox's CinemaScope production of "A Man Called Peter" is headed for an Easter holiday week box office gross of more than $1,500,000 according to reports from 172 first-run domestic and Canadian situations, company officials said here yesterday.

The Samuel G. Engel production is handily topping theatre business done by the 1954 Easter release, "Prince Valiant," 20th-Fox said, and is outgrossing such films as "Desiree," "There's No Business Like Show Business," "Woman's World" and "Black Widow."

'Outlaw Girl' in May

"Outlaw Girl," new American-language outdoor adventure starring Silvana Mangano, will be released by I.F.E. Releasing Corp. in May, it was announced by Bernard Jacon, vice-president in charge of sales.

IMMEDIATE OCCUPANCY

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National Screen Changes

(Continued from page 1)

they were unanimously approved. I was elected to become chairman of the board. Very fittingly in accordance with our policy of promotion within the ranks, and very deservedly in accordance with merit and ability—with executive talents of exceptional qualities—Mr. Dembow was elected president. . . Mr. Burton E. Robbins was promoted and elected by the board to be vice-president in charge of sales.

"Because Burton is my son, it is more difficult to express myself regarding his talents — the countless friendships and the sincere respect he has acquired in the last few years, attending exhibitors' regional conventions all over the country. As all of you, from time to time, have expressed yourselves enthusiastically regarding his unusual abilities, I feel certain this choice is also a wise one.

Will Continue Activity

"With these changes, I am confident that top management of our company is immeasurably improved. The arrangement still keeps me active as your senior officer, but permits me to turn over to very capable but younger hands the daily pressure of corporate management. It still gives us Bill Brenner — trusty, dependable Bill to supervise all his varied operational responsibilities, and it adds to the top level of our cabinet a man who should go far in sales under George's supervision. . . . I trust you are as happy as I am with this new set-up which certainly strengthens the future welfare of all concerned in our company."

Herman Robbins started a professional career with the old "New York Evening World" under its renowned editor, Charles Chapin. He joined Fox Film Co. with Winfield R. Sheehan, becoming general sales manager. He became associated with National Screen Service in its early days, 32 years ago.

Started as Shipper

Burton Robbins joined the company in 1940 as a shipper in the Philadelphia exchange, later becoming booker and a special service salesman at the Albany branch, then assistant branch manager at Detroit. After war time service in the Air Corps he rejoined the company, becoming head of the advertising accessory division in 1948, then assistant to the president in 1953.

Dembow started with William Fox about 1913, later joining New York Film Attractions Co. (Box Office Attractions), then returning to Fox Films as distribution manager when it expanded into that field. He served with Goldwyn and was Eastern distribution manager for MGM, was associated with First National and was briefly in exhibition and the early air conditioning field. He joined National Screen in 1933 and was vice-president in charge of sales for the organization since 1940.

EFFG Prospectus

(Continued from page 1)

prospects and potentialities and legal requirements. In a number of these states, EFFG has mailed prospectuses just to the top circuits.

EFFG, the TOA representative said, will be a major topic for discussion at many of the regional exhibitor groups' conventions set for this spring and summer. E. D. Martin, president of TOA, has been scheduled to talk at a majority of these regional TOA affiliates conclaves on EFFG.

Martin's first talk about EFFG, since officers of the group met in New York to review and report on progress late last week, is set for next Tuesday when he will discuss the solicitation of exhibitor support for film production in Peoria, Ill., at the invitation of the United Theatre Owners of Illinois.

Plug 'Strange Lady' On 'Truth' Show

Warner Bros.' "Strange Lady In Town," starring Greer Garson and Dana Andrews, has been set for an audience build-up on the "Truth Or Consequences" NBC-TV and radio show on six successive programs ending on May 4.

Plugs began on the show's April 5 telecast when Jack Bailey, M.C. of Old Gold's "Truth Or Consequences," selected a contestant to hitch-hike—on horseback—from Los Angeles to the town of "Truth Or Consequences" in New Mexico. On the same night the contestant was introduced to a masked woman called the Strange Lady In Town. He is to arrive at his destination April 15. There he will meet the Strange Lady In Town again who will be his date during a three-day fiesta. She will be unmasked at that time.

Color Films

(Continued from page 1)

change in Italian film law which would make processing in Italy compulsory. British producers hitherto have been highly critical of Italian colour quality.

The Italians also pressed for the removal of obstacles here to foreign films being dubbed into English in Italy. On that point, however, BFPA will find itself up against an ACT (Association of Cine and Allied Technicians), which insists that dubbing into English be carried out in this country.

In the meantime it was agreed, that subject to the provisions of the impending law, the existing Anglo-Italian Film Agreement should be extended to June 30, 1956.

Noting that the present law in the United Kingdom does not permit coproduction arrangements similar to those in force between Italy and France, the meeting agreed it would be desirable to examine the possibility of operating a modified system of coproduction on a reciprocal basis.

During their stay in Rome the BFPA men had talks with the Under-Secretary for State for Entertainment in regard to children's films.

'Marty' Pulls $2,320 2nd Day at Sutton

Aided by favorable newspaper reviews, United Artists' "Marty" is matching the pace of the Sutton Theatre's all-time hits in its New York premiere engagement, it was announced by Clem Perry, general manager of Rugoff & Becker.

With word-of-mouth support backing the notices and the ad-pub drive, "Marty" hit a second-day gross of $2,320, after a $1,675 opening.

TV Hearing

(Continued from page 1)

had made a mistake and that what he should have said was that the Commission would have either public hearings or oral arguments, but not necessarily both.

The decision on this point hasn't been made yet and won't be made until after the public comments and replies are in, the FCC chairman added. Curtis Plummer, chief of the FCC's broadcast bureau, also asserted that no decision has yet been made on this question of public hearings.

McConnaughey said he had not yet heard of any requests for extension of the May 9 deadline for filing comments, but that "I wouldn't be surprised if there were some." All indications are that any request for a brief extension would be granted.

Many Inquiries Reported

Priest and Rep. Harris (D., Ark.) told McConnaughey during the hearings that they were getting many queries from other members of the House on the status of toll TV. "It is a most lively and controversial matter," Priest said. "While I was home in Nashville for Easter, I received three phone calls at my home, wanting to know what our committee was doing about it."

Rep. Moulder (D., Mo.) put in a plug for toll TV, declaring that "many TV stations are not going to be able to survive" unless the Commission approves such a system.

The FCC chairman again urged Congressional approval of a comprehensive FCC investigation of broadcasting, and said this TV network question would definitely be one of the items studied in such an investigation.

MacDonald Hits NBC, CBS for NARTB Stand

WASHINGTON, April 13.—Commander E. F. MacDonald, head of Zenith Radio Corp., charged today that the CBS and NBC networks dominate the National Association of Radio and Television Broadcasters, and that this accounted for the association's decision yesterday to oppose toll television.

MacDonald demanded that the Justice Department, Federal Communications Commission and Senate Commerce Committee investigate to determine whether the networks were acting contrary to law and the public interest.

These powerful networks, MacDonald claimed, are attempting to stifle toll television because they fear that it would help new stations compete. In their opposition, he continued, the networks are "aligning themselves with several groups of motion picture theatre operators who are now and have for many years been fighting to keep new motion pictures and other entertainment away from home television."

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ACADEMY AWARD REPEAT ENGAGEMENTS

SEATTLE—Roosevelt•**DENVER**—Denver•**SALT LAKE CITY**—Capitol
ST. LOUIS—Orpheum•**CLEVELAND**—Ohio•**NEW HAVEN**—College
PORTLAND, Ore.—Fox • **MILWAUKEE**—Wisconsin (M. O.-Century)
BOSTON—Pilgrim (M. O.-Mayflower)•**TULSA**—Majestic (M. O.-Rialto)
SYRACUSE—State (M. O.-Strand) • **TOLEDO**—Rivoli (M. O.-Pantheon)
SAN FRANCISCO—Fox (M. O.-Cinema) • **BURLINGAME**—Peninsula
SAN DIEGO—Capri • **NEW YORK**—Globe • **LAWRENCE**—Warner
WILMINGTON—Arcadia • **SAN JOSE**—Studio • **YORK**—Capitol
OKLAHOMA CITY—State • **TACOMA**—Rialto (M. O.-Blue Mouse)
SPOKANE—Orpheum•**NASHVILLE**—Vendome•**OAKLAND**—Roxy
MIAMI BEACH—Town and Lincoln•**LOUISVILLE**—Rialto (M.O.-Brown)
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All the News That Is News

MOTION PICTURE DAILY

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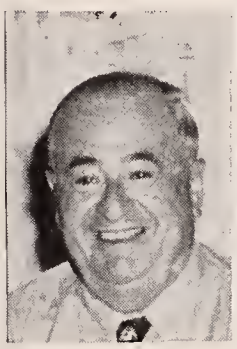
18 to Nov. 1

Production at RKO Studio Quickens Pace

$25,000,000 Investment Is Cited By Grainger

From THE DAILY Bureau

HOLLYWOOD, April 14.—RKO Radio Pictures is rapidly resuming normal production status after months of studio inaction, James R. Grainger, president, disclosed prior to his departure for New York today. The company will have 18 productions completed and either in distribution or ready for distribution between now and Nov. 1, Grainger said.



J. R. Grainger

The 18 releases come at an opportune time for exhibitors, har-

(*Continued on page 7*)

DuMont Presents Film-TV Combine

The new production method by which a Du Mont "Electronicam" television-film combines the best features of motion picture and TV equipment and techniques for rapid and simultaneous production of film and TV programs was again demonstrated

(*Continued on page 3*)

Music Hall Sets New Business Mark

The Radio City Music Hall set a new all-time weekly business record during the Easter holiday week when some 166,000 paid admissions enabled the nation's showcase to gross $201,000, breaking last year's record of $199,000 and by 2,000 paid admissions, Russell V. Downing, president and managing director of the theatre, said here yesterday.

The Music Hall is currently presenting M-G-M's "The Glass Slipper" and its famed Easter show.

Impasse Remains On Three Points of Arbitration Plan

The stalemate now existing over arbitration and the round-table industry conference can only be lifted by distribution, it was stated here yesterday in exhibition circles.

An impasse, it was learned, has been reached on a number of vital points in the proposed arbitration system, points said to deal with financing, pre-releases and damages.

Exhibition sentiments regarding these issues have been conveyed to Adolph Schimel, counsel for the distribution arbitration committee, with the hope that distribution would endorse these sentiments. Without endorsement or counter-proposals by distribution, no further headway on arbitration by exhibition is seen. As

(*Continued on page 7*)

SPG Organ Treats 'Box-Office Problem'

From THE DAILY Bureau

HOLLYWOOD, April 14.—A four-pronged attack on the industry's box-office problem is launched by the Screen Producers Guild in its 36-page monthly publication, "SPG Journal," out tomorrow.

Under the blanket title, "How Do

(*Continued on page 7*)

Interstate Theatres Only

WOULD APPLY WAGE LAW TO CIRCUITS

Mitchell Would Not Ask for Application of Overtime Provisions of the Wage-Hour Law

By J. A. OTTEN

WASHINGTON, April 14.—Labor Secretary Mitchell urged Congress today to consider making interstate theatre chains comply with the Federal minimum wage.

He indicated the Administration does not now want to extend minimum wage coverage to theatres that are not part of interstate chains. Moreover, he said, even the interstate chains should be subject only to the minimum wage provisions and not to the overtime provisions of the wage-hour law. At present, all theatres are exempt from both minimum wage and overtime provisions.

Mitchell was the lead-off witness as a Senate Labor Subcommittee opened hearings on the Administration's proposal to boost the present 75 cents an hour minimum wage to 90 cents an hour. This would affect film production and most distribution employes. Mitchell strongly endorsed this in-

(*Continued on page 6*)

Expect 800 at SMPTE Meet

CHICAGO, April 14.—An estimated 800 motion picture and television engineers and technicians are expected to attend the 77th semi-annual convention of the Society of Motion Picture and Television Engineers at The Drake here starting on Monday. This is almost double the attendance at the 1952 Chicago convention.

Advance registration indicates an interest in convention programs, featuring 16mm films, both in and outside the United States. Canada will be well represented, and members have

(*Continued on page 6*)

See No Support for Conn. Censor Bill

Special to THE DAILY

HARTFORD, April 14. — The Connecticut film industry does not believe 1955 will see the formation of a State Board of Film Review or similar organization to pass on feature attractions.

A bill to create a board of review, to pass on motion pictures, theatricals,

(*Continued on page 6*)

Notes Chance to Aid Industry

Elmer C. Rhoden to Head COMPO Audience Poll Unit

Elmer C. Rhoden, president of National Theatres, has consented to act as national chairman of the nation-wide public poll which is to be conducted later this year by COMPO to register the people's choice of the year's best picture, best performances and most promising young players.

Announcement of Rhoden's acceptance of the post was made yesterday by the COMPO governing committee consisting of Sam Pinanski, Wilbur Snaper and Al Lichtman. This followed several conferences between Rhoden and Robert W. Coyne, COMPO special counsel.

Rhoden, who came to New York Tuesday from Los Angeles, says he has been given assurances by the heads of the leading national circuits that their theatres will participate in the voting, which will begin Thanksgiving Day and end the night of Dec. 7.

He will leave here tonight for Los Angeles to map out a campaign extending through the summer that will be aimed at enlisting the participation in the poll of as many theatres as possible.



Elmer Rhoden

"I am undertaking this job," Rhoden said, "because I believe such a public expression will be of immense help to our business. If it is properly conducted, it will increase interest in motion pictures among millions of people.

"In addition, this audience award will have other

(*Continued on page 7*)

Grainger Here for RKO Radio Meet

J. R. Grainger, president of RKO Radio Pictures, is due here today from his headquarters in Hollywood to attend a meeting of the company's board of directors.

In addition, Grainger will hold a series of conferences on forthcoming product with E. L. Walton, his executive assistant; Walter Branson, world-wide sales manager, and H. H. Greenblatt, domestic sales manager. He plans to be in New York for approximately ten days.

Personal Mention

EDWARD J. CHURCHILL, president of Donahue & Coe, will leave New York today for Europe.

•

EDWARD MUHL, Universal-International vice-president, will leave here today for St. Thomas, Virgin Islands. After a week there, he will leave the islands with GILBERT KURLAND, studio production manager, and HOWARD CHRISTIE, producer, for Venezuela.

•

MURRAY SILVERSTONE, president of 20th Century-Fox's International Corp., will return to New York on Sunday from Central and South America.

•

CHARLES B. MOSS, executive director of the B. S. Moss Theatres, will leave here next Wednesday aboard the "Queen Elizabeth" for Europe.

•

H. ALEXANDER MACDONALD, president of Dougfair Corp., will leave New York for London on Sunday via B.O.A.C. Moarch.

•

JOHN BARRYMORE, JR., and MRS. BARRYMORE will leave New York today aboard the "Liberte" for France.

•

HAROLD LLOYD and his family will leave here today aboard the "Liberte" for Plymouth, England.

•

BRODERICK CRAWFORD will leave New York today for Rome via Italian Airlines.

•

RICHARD BROOKS, director, has returned to Hollywood from England.

•

SPENCER TRACY has returned to Hollywood from Europe.

Western Union Buys Into Microwave

The acquisition by the Western Union Telegraph Co. of a one-third interest in Microwave Associates, Inc. of Boston, was announced by Walter P. Marshall, president of Western Union, and Dana W. Atchley, Jr., president of Microwave.

American Broadcasting-Paramount Theatres, Inc., has been a part owner of Microwave Associates since 1952 and will have a one-third interest in the expanding electronics company.

Microwave was founded in 1950 and now employs over 150 people. Its annual gross income is approximtely $1,500,000. The company designs and produces microwave equipment, magnetrons, radar components and a wide range of other electronic devices for more than 300 organizations. Its customers include many leading electronic manufacturing firms, as well as the nation's armed services.

'Marty' Sets Record

United Artists' "Marty" grossed $2,700, the greatest week-day gross in the 21-year history of the Sutton Theatre, on Wednesday, it was announced by Clem Perry, general manager of Rugoff & Becker.

House Okays USIA's Fund; Less for Films

From THE DAILY Bureau

WASHINGTON, April 14.—The House today approved its appropriations committee's decision to cut the money sought for the government's overseas film program.

Yesterday, the committee voted to permit the U. S. Information Agency $80,500,000 for the fiscal year starting July 1, compared with $77,114,000 this year, but said not more than $3,000,000 should be used for the motion picture service, compared with $3,087,000 this year and $4,484,000 requested.

Now Goes to Senate

Today, with a minimum of debate and with no attempt to increase or lower the totals further, the House passed the appropriations bill. U.S.I.A. officials will undoubtedly try to get the Senate to increase the money figures.

The bill passed by the House also includes $3,100,000 for the Justice Department's anti-trust division, the full amount sought and the same as available this year.

Expect Industry to Attend 'SAC' Bow

What is expected to be a record assemblage of leaders of all branches of the motion picture industry is slated for the April 20 invitational world premiere of Paramount's "Strategic Air Command" at the New York Paramount Theatre, at which the new horizontal VistaVision will be introduced on "the largest motion picture screen in the world." Paramount is putting on the premiere of the James Stewart-June Allyson starring vehicle in conjunction with the Air Force Association.

Top Officials Invited

Among the large number of executives from distribution, exhibition, advertising-publicity and other branches of the film industry who have accepted invitations to attend the premiere are: Spyros P. Skouras, Al Lichtman, Wilbur Snaper, Ben Joel, C. J. Feldman, Leo Brecher, Norman W. Elson, Harold Rinzler, Walter Reade, Jr., Monroe Greenthal, George P. Skouras, Richard F. Walsh, Jeff Livingston, Russell M. Moss, C. B. Moss, B. G. Kranze, Larry Morris, David Weinstock, Max Balaban, Samuel Rinzler, Emanuel Frisch, Samuel Rosen, B. D. Gladstone, Robert Mochrie and many others.

President Asks OK To Int'l Trade Unit

WASHINGTON, April 14.—President Eisenhower today formally asked Congress to approve U.S. membership in the organization for trade cooperation, an international group designed to administer international tariff and trade negotiations.

Arguing that such action would promote U.S. export trade and investment opportunities overseas, the President added that failure to join could "lead to the imposition of new trade restrictions on the part of other countries."

350 Expected at Buffalo Workshop

With 150 Canadian showmen having indicated that they will attend M-G-M's 15th "Ticket-Selling Workshop" at the Hotel Statler in Buffalo on Monday, the meeting promises to rank, attendance-wise, with the first half-dozen of the series to date, M-G-M announced.

Total attendance from both sides of the border is now expected to exceed 350, according to the co-hosts, Jack Mundstuk and Garfield Cass, Buffalo and Toronto branch managers, respectively. Cass will open the meeting. Hillis Cass, Canadian general sales manager, and Jack Byrne, Eastern sales manager, will also attend.

FPC Men to Attend

From the Toronto head office of Famous Players Canadian Corp. will come publicity department representatives Jimmy Nairn, director of advertising and public relations; Bud Barker, Bert Brown and Tiff Cook, as well as district managers Dan Krendel and Mort Margolius. Representatives from the Toronto office of National Theatre Services, Ltd., will include S. Fingold; H. Fingold, F. R. Dale, J. Harrison, W. Munro, and E. Leigh. Twinex-Century's Toronto delegation will be headed by M. Axler, in charge of theatre operations; S. V. Roth, Toronto supervisor, and J. S. Kurk, Ontario supervisor.

From Premier Operating Corp., will come D. Axler, circuit supervisor, and A. Davidson of the publicity department, heading a delegation of approximately 10 theatre managers. B. & F. Theatres' group of 25 will be headed by Samuel Bloom, Jack M. Fine and W. A. Summerville, Jr., all from the circuit's headquarters, at Toronto. Odeon Theatres representatives will be headed by S. McMannis and R. C. Harvey, district supervisors.

Emery Austin on Hand

Assisting at Buffalo will be M-G-M salesmen Abe Harris and Eddie Susse; office manager Marion Ryan, and bookers Virginia Callahan, and Beatta Kaye. Emery Austin, exploitation director, and Arthur Canton, eastern division press head, will come on from New York, Chester Friedman, Canadian press chief, will come in from Toronto, and Stephen Pirozzi, Albany and Buffalo, field representative, will likewise attend.

Say TV and Bingo Close 3 in Ottawa

TORONTO, April 14.—The number of theatres in Ottawa, the Canadian capital, has been reduced from 21 to 18 in recent months through the closing of three independent houses allegedly because of TV and bingo competition. The latest to fold, at Easter, was the Towne Cinema operated by Fredel Theatres, Ltd. Manager Rodney Earle was transferred to the Ottawa Elmdale.

Previously closed at Ottawa were the Strand and Rexy, the former having been converted into a hall for meetings and dances.

Managerial Shifts Are Announced in SW Newark Zone

In a series of realignments Bernard Silverman, manager of the Branford Theatre in Newark and a veteran of 25 years in show business, has been appointed district manager for the Essex County theatres by Charles A. Smakwitz, zone manager for Stanley Warner Theatres in New Jersey.

'Promotion from Ranks'

"This advance for Silverman," Smakwitz said, "is in line with our policy of promotion from the ranks. At this time, we are also moving up John Stanek from the Fabian Theatre in Hoboken to take over the managerial reins of the Branford Theatre. And Frederick DeAngelis will move up from the Sanford, Irvington, to manage the 3,200-seat Fabian in Hoboken."

In order to facilitate operation of the zone, Smakwitz also announced a new realignment of districts. Silverman will have charge of the Capitol, Central, Regent, Ritz, Roosevelt, Stanley and Tivoli Theatres in Newark; also the Embassy, Orange; Hollywood, East Orange; Millburn, Millburn, and Sanford, Irvington.

Widenhorn Duties Expanded

Harold Widenhorn, who had supervised the Essex County theatres, now has charge of the Cranford, Cranford; Central, Jersey City; Capitol, Belleville; DeWitt, Bayonne; Fabian, Hoboken; Lincoln, Union City; Ritz, Jersey City; Regent and Ritz, Elizabeth; the Roosevelt, Union City; the Union, in Union, and the Warner in Harrison. Anthony Williams has charge of the district formerly supervised by Joseph Lefkowitz, who resigned to operate his own theatres. Williams retains supervision of the Stanley in Jersey City. The other theatres now in his group consist of the Branford, Newark; Fabian and Regent in Paterson; the Baker, Dover; the Montauk and Capitol in Passaic; the Oritani in Hackensack; the Oxford, Little Falls; and the Royal, Bloomfield. Also the Wellmont, Montclair, and the Warner in Ridgewood.

Conn. Town Rejects Drive-in Permit

HARTFORD, April 14.—Perakos Theatre Associates' long-projected plans to build a 900-car capacity drive-in theatre at suburban Wethersfield, Conn., have been turned down by the Wethersfield Zoning Board of Appeals.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE GLASS SLIPPER"
in radiant COLOR starring
Leslie CARON • Michael WILDING
An M-G-M Picture
and THE MUSIC HALL'S GREAT
EASTER STAGE SHOW

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Du Mont

(*Continued from page* 1)

at the Du Mont Tele-Center here yesterday before several hundred persons.

The system, developed by James L Caddigan, director of programming and production for the Du Mont TV network, in association with Du Mont research and broadcasting engineers, is expected to lower film production costs.

The "Electronicam" system, according to its sponsors, permits:

¶ A standard black-and-white TV program to be broadcast while a high quality film of identical program is simultaneously recorded in color or black-and-white.

¶ A high quality picture for theatre or TV use to be filmed in color or black-and-white, in the same time it takes to be viewed, by using TV viewing screens and fast TV shooting techniques as an aid in filming.

¶ The finished high quality film print to be made ready for distribution quickly by means of a new technique which employs an "editing master" film as a guide in rapid preparation of the final product.

Last November, at the seventh national convention of the Public Relations Society of America at the Roosevelt Hotel here, Du Mont demonstrated a miniature "Tele Eye" television camera, mounted on a 35mm. motion picture camera, which gives film directors and their crews instantaneous duplicate TV pictures of the scenes being shot by the film camera. That system was developed jointly by Du Mont and RKO Pathe.

Demonstrated on Coast

Later on in the year, a synchronized TV-Film camera was developed and successfully demonstrated on the West Coast along the same lines as this "Electronicam" system.

The Du Mont system presented here yesterday is expected to lower film production costs due to the speed of shooting, availability of films in color or black-and-white, high quality of films available for repeat or delayed broadcast, adaptability of the system to all film types and sizes including wide-screen systems, and additional advantages of better artistic results due to a continuity of action by the elimination of stop-and-start filming, according to the sponsors.

Says Telemeter Negates Divorce

From THE DAILY Bureau

WASHINGTON, April 14.—International Telemeter Corp.'s application for government approval of its toll TV system threatens to negate the divorcement won by the government in the Paramount anti-trust case, Alfred Starr, co-chairman of the Exhibitors Committee Against Toll TV, warned today.

Telemeter is 80 per cent owned by Paramount Pictures. Citing the anti-trust division's long fight to divorce film production from exhibition, Starr asked: "Does not this proposal of International Telemeter place Paramount in exactly its former position of producing motion pictures and of controlling the means of exhibiting them to the public?"

Starr-Faught Debate

Pro and Con of Toll TV Aired for D. C. Newsmen

From THE DAILY Bureau

WASHINGTON, April 14.—The American people will smash their television sets and "rise in revolution" if toll television is approved, Alfred Starr, co-chairman of the Committee Against Pay-As-You-See TV, declared today.



Alfred Starr

"God help the Administration, God help any administration, under which this sort of thing is sanctioned," he stated.

Starr and Millard Faught, economic consultant to the Zenith Radio Corp., staged an eighty-minute full-dress debate on the merits of toll TV at a special luncheon meeting in the National Press Club auditorium. Some 250 Washington correspondents, government officials and broadcasting and motion picture industry officials listened closely and laughed frequently as the two argued and jibed at each other. The turnout was about one-half of the number forecast by proponents of the medium.

Sees Free TV Driven Out

Attacking toll TV as "slot machine TV," Starr claimed it would cost at least $1,000,000,000 to install coin boxes or other devices on the 35,000,000 TV sets now in use. He also argued that toll TV is not proposing any new service but merely to exchange a pay service for a free service. Toll TV programs will be able to outbid free TV for the best programs and will ultimately drive out free TV, he claimed.

Faught argued that toll TV would bring to the public top-notch entertainment not now available. He criticized theatre owners for "lying down in the path of progress," and claimed that toll television would actually benefit the theatre owners. He reasoned that Hollywood would have to turn out many more films to meet the toll TV demand, and that these films would also be released to theatres.

Faught spoke first, for about 25 minutes, followed by Starr for about 30 minutes. Then there was a 25-minute question and answer session, with the two taking turns replying to questions submitted by reporters.

Says Public Would Foot Cost

In his prepared statement, Starr said that "assuming an absurdedly low figure" of $30 as the cost of installing a decoder, "we come up with a charge of a billion dollars just to get ready to put our dollars in the slot." He said no patent licensee could undertake such an investment and the public would have to pay.

"The families who bought their sets last year and the millions who bought them earlier are going to raise a howl that will be clearly heard in Washington when they learn they will have to buy a decoder and then pay for the programs they really want to see," he declared.

Starr asserted "subscription television is absolutely pre-emptive." When toll TV is on a channel, obviously no free shows can be carried, he said. This means that in one-station towns, the public must either pay for the programs or go without. In multi-station towns, he said, if toll TV is successful on one station, competing stations will demand it and the FCC will have to give it to them, again making the set owner either pay or go without programs.

Will 'Corner Best Shows'

Producers of TV shows, baseball clubs and other providers of entertainment are free agents and will sell to the highest bidder, Starr told the Press Club audience. Toll TV will be subject to no Federal control on its rates, and will obviously outbid all competitors and corner the best shows, he added.

He ridiculed claims that toll TV would help small stations in isolated areas or would fill the morning and afternoon hours with high-class fare. "The goal of the proponents of pay-as-you-see TV," he said, "is to capture the 50 large mass markets in this country and to pre-empt the choice evening hours when the greatest number of dollars is likely to be put in the slot machines. In short, they want to be paid by the public for everything the public wants to see and hear."

In his prepared statement, Faught said subscription TV would supplement, not replace, sponsored and sustaining programs now on television. "Nobody can sell something that another fellow is giving away, especially on an adjacent channel," he declared.

Claims 'Future Benefits'

Toll television's threat to motion picture exhibitors "will be a transitory hazard, leading to future benefits of a very real sort," the Zenith spokesman insisted. He cited the current product shortage which "has many marginal theatres hanging on only by the skin of their popcorn," and said toll television would double or quadruple the need for feature films.

"Once these added new films were produced," he continued, "do you suppose for a minute they would not be released to both the theatre market and the home TV market in different places at different times? Presto, we thus help solve the problem of product shortage."

Faught denied people would stay at home "glued to their pay-TV sets." He said families would still want to go out, and "it's up to the theatre people to exploit their big screens, crowd-showmanship, outdoor drive-ins and other non-home pleasures of seeing the better films we will help finance. They'll compete with us; we'll compete with them. I believe that will be both legal and socially desirable."

World Series Not Likely on Toll TV

From THE DAILY Bureau

WASHINGTON, April 14.—Alfred Starr, co-chairman of the Exhibitors Committee Against Toll Television, today knocked down the likelihood that theatre owners could get the World Series for exclusive theatre television presentation.

He said the theatre owners just couldn't put up the money needed to bid in the TV rights to the series. "It is economically impossible for theatre television as it now exists or might exist in the near future to get the World Series," he told his National Press Club audience.

Fox TV Deal First Of Larger Plan for Company Properties

Consummation of the deal whereby 20th Century-Fox will produce a series of 39 television films based on the "My Friend Flicka" stories is the first step in a larger plan which will place 20th-Fox properties in the national TV scene, it was stated here by Spyros Skouras, president. The contract was announced officially here yesterday by Skouras, William S. Paley, chairman of the board of Columbia Broadcasting System, and Thomas G. Rockwell, president of General Artists Corp., which negotiated the deal.



Spyros Skouras

In every program of the series, 20th Century-Fox will provide added attraction by devoting some segment of the show to new and unusual highlights of forthcoming films being made for the nation's theatres, Skouras said. The incorporation of advance scenes, star appearances, and clips pointing up the locales of many CinemaScope productions, will provide exhibitors with one of the most potent trailers in film history, he asserted.

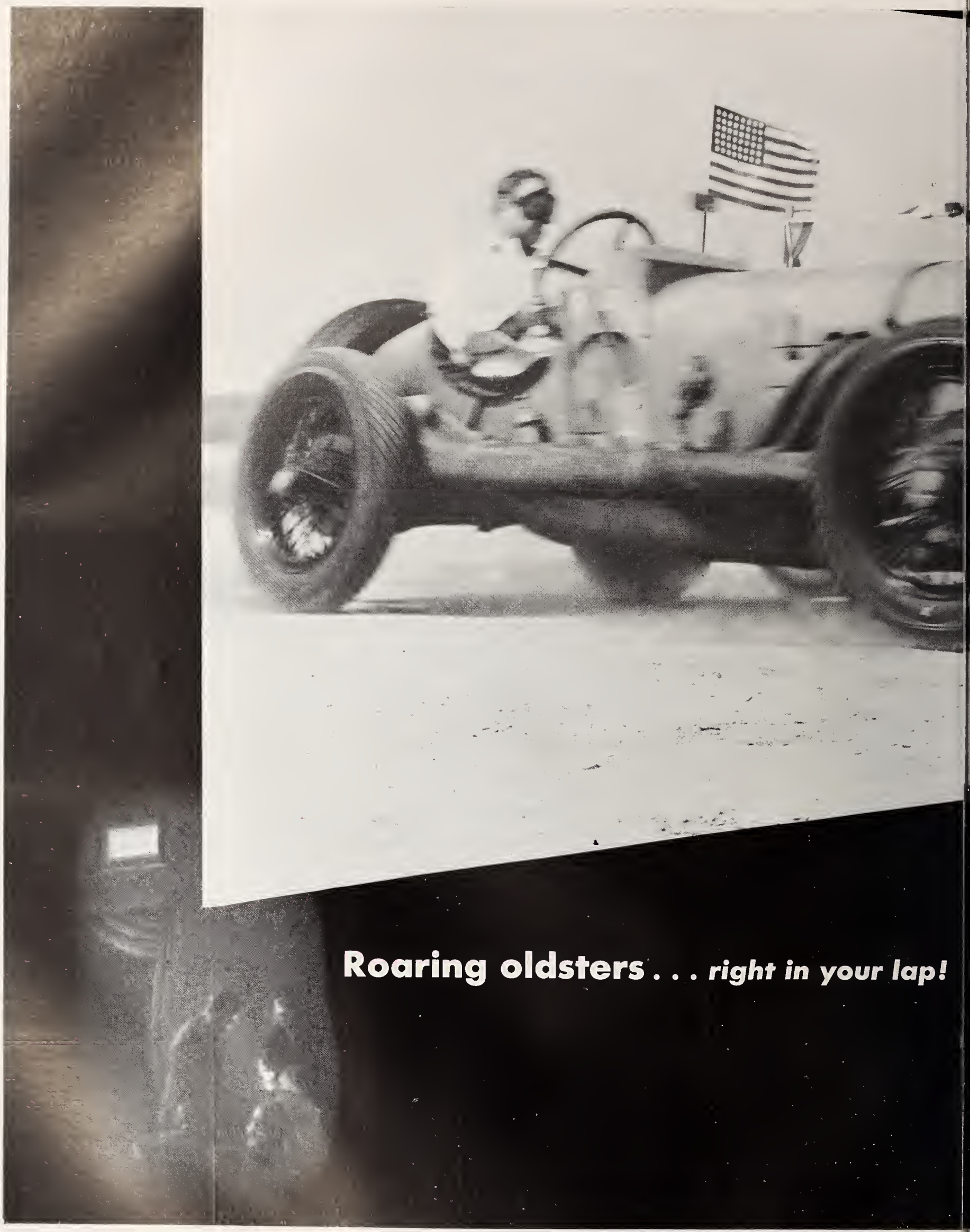
Part of Promotional Plans

Filmed material will be scheduled to provide major national attention to the roster of CinemaScope pictures shortly before they go into release, and the TV exposure will be part of overall promotional plans. Keyed to interest all segments of the audience, the material is expected to be regularly seen by audiences ranging from 20 to 40 million persons, Skouras said.

This special portion of each week's show will bring a new behind-the-scenes look at Hollywood to TV viewers, keeping them abreast of the latest in the 20th Century-Fox roster of CinemaScope films, it was said. Additionally, it will introduce many new personalities to the public and show them before the CinemaScope cameras in actual dramatic or musical scenes.

Cooperation Seen Furthered

The large-scale utilization of the television medium to promote theatre exhibition of motion pictures is expected to bring about a greater liaison between theatremen and station operators for the setting of extensive cooperative and reciprocal local level exploitation campaigns.


Roaring oldsters . . . right in your lap!



The thrill of being close up—actually there and taking part! Entertainment so believable that make-believe overcomes reality. These are dynamics of today's wide-screen pictures—where every seat in the house is *down front.*

With new technics of presentation have come new problems of production, processing, and projection—problems which the Eastman Technical Service for Motion Picture Film helps the industry to solve. Branches at strategic centers. Inquiries invited.

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Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

SMPTE

(Continued from page 1)

already registered from as far away as Germany and Buenos Aires, it was announced.

Four Papers from Germany

In addition, four papers will be presented that were prepared by engineers in Germany. These are "Arricord 35, A New Double-System 35mm Recording Camera," by Robert Richter of Arnold & Richter Co., Munich; "Equipment for 16mm Magnetic Sound on Film Used in German TV Studios," by Karl G. Schwarz, Siemens & Halske, Karlsruhe; "16mm Magnetic Sound on TV News Film in Germany," by Ann-Ruth Martin, Suedwestfunk, Baden-Baden; and "A Multiple Magnetic Printing Equipment for CinemaScope," by Hans-Christoph Wohlrab, Siemens & Halske, Karlsruhe.

More than 70 papers have been accepted for presentation during the 14 technical sessions of this convention. The sessions line up this way: Sound, Monday afternoon—includes a report on the status of magnetic sound standards; nontheatrical motion pictures, Monday evening and Tuesday — a comprehensive picture of the problems and techniques involved in planning, producing and distributing 16mm nontheatrical motion pictures; television, Wednesday — papers on black/white and color telecasting and recording problems.

Underwater Photography Included

Also, high speed photography, Thursday morning and afternoon—includes papers on cameras and lights for underwater, time-lapse photography and scientific photography of nuclear explosions; laboratory practice, Thursday afternoon—emphasis on printing problems; wide screen, Thursday morning and Friday afternoon—includes papers on improvements in CinemaScope and the VistaVision process, CinemaScope film short, and a demonstration of standard-size and double-frame VistaVision release prints; illumination, studio and process, incandescent.

In conjunction with the convention, an equipment exhibit will be held, open to convention registrants and guests of exhibitors. Exhibits will be open Monday afternoon, all day Tuesday, Wednesday, and Thursday and Friday morning. Seventeen manufacturers and distributors will exhibit the latest in professional 16mm and other motion picture and TV equipment. The exhibitors are: Ampex, Bell Howell, Camera Equipment Company, Andre Debrie of America, Film Services, Inc., Florman & Babb, Houston-Fearless, Kling Photo, Motion Picture Printing Equipment Company, Pathé Laboratories, Inc., Precision Laboratories, Radio Corp. of America, S.O.S. Cinema Supply Corp., Stancil-Hoffman, Vanguard Instrument Co., Westrex Corp. and Wollensak Optical Co.

Joint Meeting Tuesday

A joint meeting of the standards committee of the SMPTE and PH22, the American Standards Association committee on motion pictures, will be held Tuesday. The purpose of the meeting is to work out the position of the United States delegation to the second meeting of the International Standardization Organization's technical committee 36-Cinematography, which will be held in Stockholm on June 11-16.

Among the issues that will be discussed at this policy meeting are motion picture film dimensions, definition and methods of marking safety motion picture film, screen brightness in theatres and review rooms, location and dimension of magnetic sound tracks, reproduction characteristics of magnetic sound tracks and wide-screen motion pictures. These items are on the agenda for discussion by the experts from various countries who will get together in Stockholm to discuss the establishment of international standards in these areas.

Jensen to Attend

In addition to the members of the SMPTE and ASA committees, Axel Jensen, engineering vice-president of SMPTE and head of the U. S. delegation to the Stockholm meeting, and Henry Kogel, SMPTE staff engineer and secretary to the society's engineering committees, will be present at the joint meeting in Chicago.

The meeting of the policy planning group will be held in conjunction with the convention of the SMPTE at the Drake all next week.

Reviews

"The Marauders"

(M-G-M) *Hollywood, April 14*

"THE MARAUDERS" may find it difficult to satisfy regular theatre patrons, since Dan Duryea registers weakly in the role of a "heavy," along with other unsympathetic characters out of the Alan Marcus novel of the same title. Half-crazed and sickly, Duryea establishes himself as a general of a small band of marauders hired to wipe out Jeff Richards and the homestead he set up in the Arizona wasteland following the Civil War period. He takes command when land-grabbing Harry Shannon, a rancher who hired him as bookkeeper, is mortally wounded in an attempt to get rid of the "squatter."

Keenan Wynn offers an offbeat portrayal as Hook, a bearded leader of the hoodlums who gets his name from the baling hook that serves as his missing hand. Jack Leonard and Earl Felton's screenplay has Jeff Richards warding off the marauders with the aid of Jarma Lewis, her young son, David Kasday, and husband, James Anderson, who were forced to take refuge in his cabin. Richards wins his fight and the girl after Anderson is killed in an attempt to join the enemy.

There are superfluous scenes of gore in which bloody wounds are forced on the viewer. The redeeming action of the piece is found in Richards' homemade catapult that tosses jars of dynamite at the bandits and spoils their attempt to send a burning wagon down the mountainside to destroy him and the cabin. Photographed in EastmanColor, the print is by Technicolor. Arthur M. Loew, Jr., produced. Gerald Mayer directed.

Running time, 80 minutes. General audience classification. Release in May.

SAMUEL D. BERNS

"Escape to Burma"

(RKO)

(SuperScope)

AGAINST an impressive background formed by the steaming jungles of Southern Asia, with the print by Technicolor, Benedict E. Bogeaus has produced from fairly standard elements a melodrama that offers ample opportunity to a well-known cast to lift "Escape to Burma" well out of the so-so class of film. Directed by Alan Dwan, there is a skillful mixture of adventure, romance and suspense. Audience reaction should be favorable.

Barbara Stanwyck is the owner of a teak forest in the jungle near Burma. When Robert Ryan, a stranger, appears on the scene, romance blossoms. Unknown to her at the time, he is wanted for the murder of the native ruler's son who was his partner. Both the British officials and the ruler's men are looking for him, the former to try him, the latter to kill him.

David Farrar, representing the law, poses as an elephant buyer, but soon admits his real purpose. Then begins a game of hide-and-seek, of chase and capture, among the three principals, until the sovereign's soldiers have cornered them in Miss Stanwyck's home. The denouement reveals that Ryan killed the prince, who was dying of the plague, to prevent his spreading contagion.

Ryan's character is the most interesting as the audience is unaware of his real personality. He acts the part of the hunted man that he is without creating any sympathy, although at the conclusion his reactions, in retrospect, all appear credible. Miss Stanwyck and Farrar are adequate in roles that demand little.

The screenplay by Talbot Jennings and Hobart Donavan from a story by Kenneth Perkins relies too strongly on trite dialogue which might not be taken as seriously as intended. A bit of comedy relief is supplied by some performing elephants and various members of the monkey family, while such stalwarts of the jungle as the leopard and panther provide some additional thrills.

Running time, 87 minutes. General classification. Release in April.

Gerard to St. Thomas On Junket Advance

Philip Gerard, Universal Pictures' Eastern publicity manager, will leave New York on Sunday for St. Thomas, Virgin Islands, to complete arrangements for the group of national magazine and syndicate representatives who are going there on Monday to witness the large-scale U. S. Navy Caribbean Sea maneuvers which are being filmed by Universal-International as part of the location shooting on "Away All Boats," the company's VistaVision and Technicolor film production.

Will Meet John Horton

Gerard will be joined in the Virgin Islands by John Horton, U-I's Washington representative, prior to the arrival of the press group.

Paul Kamey, Universal's New York press contact, will accompany the group of writers to St. Thomas on Monday and remain with them during the week. Gerard will return to New York next Thursday.

Wage Law

(Continued from page 1)

crease as long over-due, but added that he opposed Democratic proposals to increase it still further to $1 or $1.25 an hour.

Mitchell's recommendations on expanding coverage of the wage-hour law were delivered in somewhat guarded language, indicating that the Administration will not fight for expanded coverage as much as it will fight for the increased minimum in the wage scale.

Questioned by Sen. Smith

For example, he referred to "areas of possible expanded coverage to which you may wish to give your particular and special consideration." Again, when Sen. Smith (R., N.J.) asked whether these were definite Administration recommendations for Congressional action, Mitchell replied they were "definite recommendations of the Administration that these areas be seriously considered."

One of the areas, he said, would be to bring under the minimum wage provision employes of theatres and other retail or service establishments operating in more than one state. He added that "there would be no requirement that they comply with the overtime provisions of the Act," requiring time-and-a-half for work which totals over 40 hours.

Moreover, Mitchell said, the Administration would not want to cover theatres and other retail and service establishments "that are primarily local in character."

Most Workers Now Covered

Mitchell also suggested that Congress might want to consider complete coverage for business that operate in interstate commerce but have some employes not now subject to the Act. Officials of the Wage-Hour Administration said there might be some employes of film distribution companies who are not now covered and who might become covered if such a change were adopted. They said most distribution company workers are already subject to the Act.

Executives of interstate circuits, queried for comment here yesterday on the Administration's wage proposal, withheld comment, explaining that they needed more time to study the recommendation.

Conn. Censor Bill

(Continued from page 1)

or other public amusement, to determine if they are "injurious to the public," drew no support at a public hearing yesterday conducted by the judiciary committee.

The measure was introduced by Republican Senator Louis Lemaire, Jr., of Norwalk.

The committee was told by TOA's attorney Herman M. Levy that present laws provide ample protection against showing of any obscene or immoral film.

Retain Ben Gould

Ben Gould, veteran Brooklyn scribe who won the George Polk Memorial Award in 1951 as the outstanding sports writer in New York, has been retained by Paramount to handle sports background phase of the promotion being levelled on "Strategic Air Command."

RKO Slate

(Continued from page 1)

ried in recent months by product shortages, it was pointed out.

All of the RKO Radio productions are in color and in Superscope, CinemaScope or another wide screen process. The 18 represent a production investment of approximately $25,000,000. They consist of both RKO Radio-made and independently produced films for RKO distribution.

In a message to the RKO sales force, Grainger declared, "In my many years in the motion picture industry it has not been my pleasure or privilege to present a more attractive array of product to the exhibitors of the world. The RKO product we will distribute between now and Nov. 1 is money-in-the-bank product. RKO has long been known as the Showmanship Company and with the 18 films which we will release between now and Nov. 1, we are confident the exhibitors will agree with us that our product is of top showmanship calibre with general appeal for the whole family."

All in Color

The 18 pictures, all in color, set for release are: "Underwater!" starring Jane Russell, Gilbert Roland, Richard Egan, Lori Nelson; "Quest for the Lost City," starring Dana and Ginger Lamb; "Escape to Burma," starring Barbara Stanwyck, Robert Ryan, David Farrar; "Rage at Dawn," starring Randolph Scott, Forrest Tucker, Mala Powers; "Son of Sinbad," starring Dale Robertson, Sally Forrest, Lili St. Cyr, Vincent Price, Mari Blanchard; "Naked Sea," a documentary in color produced and directed by Allen Miner; "Pearl of the South Pacific," starring Virginia Mayo, Dennis Morgan, Lance Fuller, David Farrar and Murvyn Vye.

"The Conqueror," will star John Wayne, Susan Hayward and Pedro Armendariz.

'Jet Pilot' Is 18th

"The Boy and the Bull," starring Michel Ray, Joi Lansing, Rudolpho Hoyos, Fermin Rivera; "Flight from Bengazi," starring Richard Conte and Victor McLaglen; "The Treasure of Pancho Villa," starring Rory Calhoun, Shelley Winters, Gilbert Roland; "Texas Lady," starring Claudette Colbert; "Glory," with an all-star cast to be produced and directed by David Butler; "Tennessee's Partner," a Benedict Bogeaus production; "Love's Lovely Counterfeit," starring Barbara Stanwyck; "High Destiny," an all-star production to be produced by Sam Wiesenthal and Gene Tevlin; "Great Day in the Morning," an Edmund Grainger production with an all-star cast, and the 18th film, Howard Hughes' "Jet Pilot."

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Rhoden Heads Poll

(Continued from page 1)

benefits. Unlike the Academy Awards, which express the choice of Hollywood's professional people, these audience awards will give the whole American people an opportunity to express their preferences in entertainment. As a guide to the future, this obviously should be helpful to our producers in planning their productions.

Re-releases Could Result

"The audience awards, moreover, will bring into focus the superior qualities of a number of pictures. This will increase their boxoffice value and make it possible to re-release them during the pre-Christmas period when few if any new pictures are usually available. This should be of value both to theatres and distributors.

"I wish to emphasize that this expression of the people's choice will in no way interfere with the Academy Awards, which traditionally take place in March, more than three months after the audience awards shall have been made. We wish to preserve the full value of the Academy Awards, as they have established themselves as one of the industry's great public relations activities."

Rhoden indicated that shortly after his return to Los Angeles announcement would be made of various committees that will assist him in the handling of different phases of the vote campaign. Arrangements also will be made for a series of regional exhibitor meetings at which the details of the project will be explained and participation of theatres enlisted.

First proposed a year ago by the COMPO governing committee, the poll plan was worked out by a committee of theatre advertising heads named by the COMPO press relations committee. The audience poll planning committee is composed of Mrs. Alice N. Gorham of United Detroit Theatres, chairman; Ralph W. Russell, Palace Theatre, Canton, O.; Emil Bernstecker of Wilby-Kincey Theatres, Atlanta; Paul Levi of American Theatres Corporation, Boston; Senn Lawler, Fox Midwest Theatres, Kansas City; Roy E. Kalver of Adams Theatre, Decatur, Ind., president of Allied Theatres of Indiana; William A. Carroll of Indianapolis, alternate for Kalver. Frank H. Ricketson, Jr., and Paul Lyday, a member of Ricketson's staff in Fox Inter-Mountain Theatres, Denver, sat in on some of the committee's meetings.

The audience poll committee made its preliminary plans at a meeting in New York last June 5 and 6, perfecting the details at another meeting in New York last Dec. 10. At a meeting of more than 70 top figures in the exhibition end of the business, held by COMPO last March 10 in New York, the plan was unanimously approved the plan was unanimously approved.

Council Looked to Rhoden

From the outset COMPO leaders made it plain that the success of the plan would depend almost entirely on the stature and ability of the leader chosen to enlist exhibitor support. For that reason a special effort was made to obtain Rhoden for the job, even though he had but recently assumed the presidency of National Theatres and as a consequence had taken on a heavy burden of work.

As president for many years of Fox Midwest Theatres, Rhoden has long enjoyed the respect of exhibitors and distribution and production leaders. On the death of Charles Skouras last winter his election as the latter's successor as president of National Theatres was only a confirmation of the industry's expectations.

An Iowan by Birth

Rhoden is now making his headquarters in Los Angeles, but his roots are in the Middle West. Born in Le Mars, Ia., he was educated at Omaha University and the University of Nebraska and before entering exhibition was a film salesman in the Omaha and Des Moines areas. He entered the theatre end of the business in 1927 and two years later organized the Midwest Theatre Company, with 45 theatres in Kansas and Missouri. When this group was acquired by the Fox West Coast Theatre chain, he continued as president of the Midwest unit and became a vice-president and director of National Theatres.

Film Men to Aid Paris Church Fund

Members of the American motion picture industry are serving on committees of The American Catholic Association of Paris which is endeavoring to raise $350,000 toward the building fund for an American church and community center in the French capital.

Eugene W. Castle, former head of Castle Films, is chairman of the committee; William J. German, head of W. J. German, Inc., and John J. O'Connor, vice-president of Universal-International, head the committee for the motion picture industry. James A. Farley is honorary chairman of the U. S. committee, and Harold A. Ritter, president of Kodak-Pathe, Paris, is an executive officer of the Paris committee.

New York headquarters for the campaign have been opened at Finland House, 41 East 50th St. Also, contributions are being received by Arthur F. McGuinness, campaign treasurer, at the Chemical Corn Exchange Bank, 44th St. and Broadway.

Windsor-Detroit Church Breakfast

DETROIT, April 14.—The memory of the late Rev. Daniel A. Lord, S.J., Catholic author, composer, showman and lecturer, will be honored by members of Detroit and Windsor entertainment industries in an annual communion-breakfast. Catholic Mass will be celebrated on Sunday, May 1, in St. Aloysium Church. Breakfast will follow in the Statler Hotel.

A Windsor-Detroit committee continues the work of an all-Windsor group which successfully staged two communion-breakfasts in that city.

Awards Judging Today

The judging of entries for the Quigley Awards received during the first quarter of 1955 will be held this morning in the Round Table office, at the headquarters of Quigley Publishing Co. The judges will be Charles Franke, Paramount Pictures; Monty Salmon, of the Rivoli Theatre, and J. R. Keyser, of Warner Brothers Pictures International.

Impasse

(Continued from page 1)

of yesterday, no meeting date had been set for a meeting of the sales managers committee, the group which would take up the remaining vital arbitration issues dividing exhibition and distribution. Indications are that the sales managers may not meet on arbitration or the proposed round-table until the return here of Al Lichtman, 20th Century-Fox distribution director, and perhaps A. Montague, Columbia vice-president in charge of sales.

Lichtman, who initiated the proposal for the round-table conference, has been in Palm Springs, Calif., recovering from an illness and is not expected back for another two or three weeks.

Meanwhile, there has been no move by distribution to grant top priority to the proposed industry conference, a move urged now by TOA as well as Allied States, which is not a party to the arbitration negotiations.

'Box-office Problems'

(Continued from page 1)

They Sell Our Pictures?", the SPG periodical edited by John Houseman presents outspoken articles on the subject by ranking producers, exhibitors, critics and professional advertising men. The views expressed are candidly stated, generally constructive, mildly contentious in some instances, but the publication's prudent editor makes provision for adjustment, saying, "It is editor's earnest hope that this subject will provoke reaction sufficiently varied to bring into being a 'letters to the editor' section without which no journal of opinion such as ours is complete."

The editor's own summing-up reads in part, "Our investigation . . . is by no means exhaustive, but it does, we believe, touch on truths both heartening and disheartening. Like any other product . . . quality of motion pictures represents only one half of the combination for maximum success. The other half must be ingenuity, quality and impact of effort devoted to selling the films."

Contributors to the symposium include William Perlberg, Elmer C. Rhoden, William C. Thomas, Ernest Emerling, Hal Stebbins and eight newspaper critics.

Reade Names Romm

Walter Reade Theatres, Inc., which was awarded a three-year lease for summer operation of Convention Hall by the city of Asbury Park, has announced the appointment of Leonard Romm as managing director and booker for the Convention Hall operation.

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 75 NEW YORK, U. S. A., MONDAY, APRIL 18, 1955 TEN CENTS

EDITORIAL

TOA's New Trade Practice Stand

By Sherwin Kane

THE recent TOA statement giving notice that it is prepared to join Allied States in asking for the early convening of an industry roundtable to discuss exhibitor grievances emphasizes the seriousness of the relations between exhibition and distribution existing today.

It has been long since the two organizations saw any trade problem alike.

That, in itself, is enough to make the unwary pause and take notice. But there is also the fact that TOA, these many years, has by choice and by policy followed the path of conciliation and discussion, where trade practice complaints have been concerned, as contrasted with Allied's traditional policy of direct and forceful protest and, should that prove unavailing, of walking around the corner to the station house and returning with a uniformed minion of the law.

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It is not to be overlooked, either, that TOA's newly stated position is an abandonment, for the time being, at least, of another matter to which it has been almost traditionally dedicated—the establishment of an industry arbitration system to hear and endeavor to resolve industry disputes.

These all are evidences of a seriousness of mind and graveness of purpose and cause, which need to be weighed carefully by men of good will in distribution.

TOA's actions now, like Allied's, are indeed emergency measures and, in their uniformity, smack more of urgency, if not of desperation, than they do of tactical maneuvering preliminary to a trade conference.

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Unlike Allied, TOA has not wholly rejected arbitration, at least an arbitration without film rental jurisdiction. TOA merely says, Today's problems are urgent

(*Continued on page* 2)

Rep. Group Tells SEC of Its Plans

The Republic Pictures Stockholders Protective Committee has informed the Securities and Exchange Commission of its intentions to "go forward," it was disclosed here at the weekend.

The disclosure was made following a meeting of the committee, held on Friday. A committee spokesman said that the plans "to go forward" referred to the original aims of the committee, among them to investigate the stewardship of Republic Pictures president Herbert J. Yates.

Censor Fight Looms in Pa.

The state of Pennsylvania looms as the next battle-ground on the political censorship of films front, a state-by-state canvass by MOTION PICTURE DAILY revealed here at the weekend.

As the Pennsylvania legislature prepares to reconvene in Harrisburg tomorrow, victories have been chalked up by the industry in other areas.

In Kansas, state censorship has been

(*Continued on page* 11)

CBS Sets Repeat Toll TV Program

As announced by CBS on March 29, a special program exploring both sides of the issue of subscription television will be broadcast on the CBS television network. The program has now been scheduled for Sunday, May 1, 5:15-6:00 PM, EDT, originating live from New York and will be car-

(*Continued on page* 7)

Condemns 'Name Calling'

LICHTMAN REJECTS ROUND-TABLE 'NOW'

Insists That Arbitration Must Be Cleared Up First; Insists That Goal Is In Sight

From THE DAILY Bureau

HOLLYWOOD, April 17.—"It would serve no purpose to call" an industry round-table conference now, Al Lichtman, distribution director of 20th Century-Fox, declared here at the weekend.

Litchman, rejecting any approach which would by-pass arbitration, declared in a statement that first there must be "complete understanding on what matters are appropriate for discussion at a round-table industry conference." He ruled out any possible discussion of sales and film rental policies at such a meeting, as suggested by Allied States Association and Theatre Owners of America.

Lichtman, who initiated the proposal for an industry conference, listed as the second reason that such a conference could not be called now is "the atmosphere . . . of name calling, vitu-

(*Continued on page* 11)

9 N.Y. Loew Houses To Show Title Bout; 40 Applications

Nine Loew's Theatres in the Greater New York area will carry the May 17 telecast of the Rocky Marciano-Don Cockell heavyweight championship fight, it was learned here at the weekend.

Eight of the nine theatres, it was further disclosed, will utilize the mobile large-screen TV equipment of Theatre Network Television, the organization which booked the event. The Loew's Victoria is the only Loew's house in the Greater New

(*Continued on page* 13)

Goldwyn-Pickford Cross-Suit Settled

From THE DAILY Bureau

HOLLYWOOD, April 17. — The complicated cross-suit between Samuel Goldwyn and Mary Pickford, in which the latter sought $115,000 from the former for repairs to their jointly-owned studio operated by him since

(*Continued on page* 13)

Highlights of Al Lichtman's Statement

HOLLYWOOD, April 17.—Here are the highlights of the statement issued here by Al Lichtman, 20th Century-Fox distribution director.

¶ "Arbitration has and should receive priority at all times."

¶ "Vicious attacks on producers and distributors and dire threats of one kind of action or another cannot create the kind of atmosphere in which an intelligent, fair-minded, open discussion of matters of industry concern and interest can take place."

¶ "The latest attempt to by-pass arbitration and to have a round-table conference at which the principal item of discussion would be film rentals and the sales policies of the individual companies is contrary to the expressed purpose of such a conference."

¶ "In the meantime, every effort should be made to bring to a fruition the arbitration plan."

Sol Siegel Reports To M-G-M Today

From THE DAILY Bureau

HOLLYWOOD, April 17.—Sol C. Siegel reports to M-G-M tomorrow for conferences with studio head Dore Schary and to start work immediately on preparation of four major productions.



Sol Siegel

Under the terms of a recently negotiated agreement, the Siegel productions are to be filmed at M-G-M and be released by Loew's, Inc.

Siegel's list of boxoffice successes

(*Continued on page* 13)

20th to Start New Theatre in Israel

Construction of the first American-built motion picture theatre in Israel, one especially designed for the presentation of CinemaScope films, will get under way in Tel Aviv this July by 20th Century-Fox as part of the

(*Continued on page* 13)

Personal Mention

ROBERT M. WEITMAN, vice-president of American Broadcasting-Paramount Theatres in charge of talent and programming, has returned to New York from the Coast.

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GEORGE P. SKOURAS, president of United Artists Theatre Circuit, became a grandfather with the birth of a son to his daughter, THANA, who is MRS. MARTIN SWEENY, JR. The baby, to be named GEORGE SKOURAS SWEENY, was born at New York Lying-In Hospital.

•

CLARK RAMSAY, executive assistant to DAVID A. LIPTON, Universal Pictures vice-president; ROBERT RAINS, studio TV and radio promotional contact, and ROBERT FABER, supervisor of trailer production, will arrive in New York today from Hollywood.

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GEORGE MURPHY, M-G-M studio public relations head, arrived in New York on Saturday from Rochester, and left here yesterday for Buffalo.

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JAMES M. TOTMAN, Stanley Warner Theatres Northeastern zone manager, has returned to New Haven from Hartford.

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J. P. BYRNE, Eastern M-G-M sales manager, is in Buffalo from New York.

•

HARRY BROWNING, home office executive of New England Theatres, Boston, was in Hartford from there.

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JOSEPH A. TANNEY, president of S.O.S. Cinema Supply Corp., left New York on Friday for Chicago.

•

STEFI SHELDON, Excelsior Pictures foreign representative, has returned to New York from Europe.

•

SOL HUROK, producer, will leave here today for London via B.O.A.C. Monarch.

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MORRIS ROSENTHAL, of Loew's Poli, New Haven, has returned to his home from New Haven Hospital.

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LOUISE ALLBRITTON is en route to Europe from New York aboard the "Liberte."

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JAMES CAGNEY returned to New York over the weekend following a 10-city tour of the West.

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DAVID STILLMAN, writer, will leave New York today for Europe via B.O.A.C.

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GRACE KELLY is in New York from the Coast.

Karen Sharpe to Tour

HOLLYWOOD, April 17.—Karen Sharpe is set for a personal appearance tour of 10 cities in connection with Filmakers' "Mad at the World," beginning with the saturation premiere in Boston and New England on May 5.

Editorial

(*Continued from page 1*)

and call for immediate airing. We have labored for years to evolve an arbitration system. We can resume our labors after an industry roundtable conference has been held.

MOTION PICTURE DAILY has ascertained that TOA's leaders and chief supporters, substantial men in the industry at large, as well as in exhibition, are in sympathy with the organization's recently stated policy. As one of them remarked when asked if he subscribed to the new declaration: "After all, I'm an exhibitor."

It means that today's problems affect the big as well as the little theatre.

That in itself, as Spyros P. Skouras indicated in an exclusive interview in MOTION PICTURE DAILY last week, is reason enough to look into those problems without further delay.

Further insistence by distribution upon priority for arbitration conferences is unrealistic. With TOA removing itself from such conferences, distribution no longer has any representative exhibition delegation with which to continue the discussions.

Horwits Named Col. Studio Pub. Head

Al Horwits has been appointed to the post of publicity director at Columbia Studios, succeeding George Lait, who resigned. Horwits, who now is closing his own publicity office, will report to the studio on May 2.

Prior to entering the independent publicity field, Horwits was publicity manager of Universal Pictures in New York and in March, 1949, became publicity director at the studio, a post he held until 1953 when he was elevated to an executive post at Universal. He left late that year to start his own business.

Horwits previously was a newspaperman in Philadelphia and New York.

Youngstein in Lodge Post Tomorrow

Max E. Youngstein, vice-president of United Artists, will be installed as president of the Cinema Lodge of B'nai B'rith tomorrow at a luncheon to be held in the Sheraton Astor Hotel here.

William I. Siegel, assistant district attorney of Kings County and past president of the Metropolitan Council of B'nai B'rith, will install Youngstein and will also deliver the principal address.

Burton E. Robbins, retiring president, will also be honored in the ceremony.

Day-and-Date Means Tuesday, Wednesday

Day-and-date premieres don't mean a thing when the international dateline is involved. M-G-M's "Interrupted Melody" will have a special screening tomorrow in Hot Springs, Ark., for Marjorie Lawrence. The world premiere of the picture will be going on at the same time in Australia, but it will be Wednesday.

Columbia Completes Exploitation Meet

Columbia's nine divisional field exploitation managers have returned to their headquarters around the country to prepare for the promotion of the company's forthcoming product following an intensive one-day meeting with home office executives here on Friday.

Holding important places in the discussions were territorial saturations and multiple-opening campaigns, improvement of communications between the home office exploitation department and the field men and between the exploiteers in the various sections of the country and the coordination of on-the-spot promotion with advertising and publicity material emanating from the home office.

Lazarus, LeSieur Heard

Paul N. Lazarus, Jr., vice-president in charge of advertising and publicity, keynoted the meeting and was followed by Howard LeSieur, director of advertising, publicity and exploitation, who outlined the company's general promotion policy.

Specific points were scrutinized in a roundtable conducted by Al Rylander, exploitation manager, and Ray Murray, assistant exploitation manager. In addition, Sidney Schaefer, media manager, spoke on Columbia's upcoming advertising campaigns, and Robert Ferguson, assistant to LeSieur, discussed the use of lobby displays, accessories and other promotion aids produced by the home office. All the members of the home office exploitation department participated in the meeting.

Nine Field Men Attend

The field exploitation division managers who attended the session at the Warwick Hotel included Jack Markle, Boston; Milt Young, Philadelphia; Sid Zins, Washington; Bob Weiner, Chicago; Jules Serkowich, Detroit; Mike Newman, Los Angeles; Sammy Siegel, Seattle; Lew Maren, San Francisco and Jimmy Boyle, Dallas.

Rex Steele, WB Film Editor, Dies

HOLLYWOOD, April 17.—Funeral services were held here for Rex Steele, 52, Warner Bros. film editor who died of a heart attack at his home.

Steele joined Warners in 1926 and had been an editor of short subjects since 1933. Many of the films he edited were Academy Award winners.

For Circuit Theatres

Wage Proposal Discriminatory SamRosenSays

By MURRAY HOROWITZ

The Administration's proposal to extend the Federal minimum wage to interstate theatre circuits was hit as "discriminatory" here at the weekend by Sam Rosen, executive vice-president of Stanley Warner.



Sam Rosen

Rosen contended that the proposal "singled out" the interstate circuits, putting them at a competitive disadvantage to a local theatre operation, although both are subject to the same local taxes and also come under the same local jurisdiction.

'Local Proposition'

Rosen, who said he spoke from a fund of knowledge garnered while a member of the Minimum Wage Board in New York State, representing the amusement division, said that theatre operation is a "local proposition." Unlike a large merchandising organization that buys and sells nationally from a centralized location, Rosen maintained that theatre operation is local rather than national in character. He again pointed to the local taxes and jurisdiction to which each theatre of the SW interstate circuit is subject, the same taxes and jurisdiction imposed on intra-state theatres.

Sees Precedent Created

The Federal government itself, Rosen continued, has created the precedent in the Paramount consent decree that the theatre is "strictly a local institution." The decree, he pointed out, prevents "wholesale" or "bulk" bookings by interstate theatre circuits, requiring them to book pictures individually for each individual theatre.



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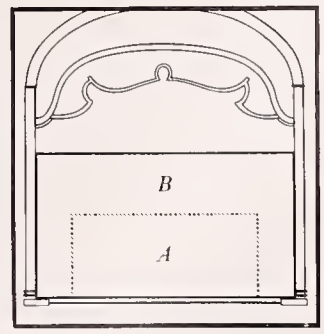
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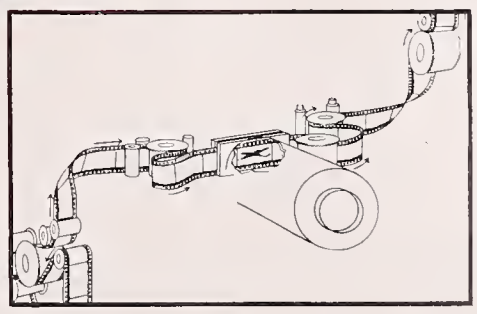
co-starring

FRANK LOVEJOY · ALEX NICOL · BARRY SULLIVAN · BRUCE BENNETT

Produced by SAMUEL J. BRISKIN · Directed by ANTHONY MANN
Screenplay by VALENTINE DAVIES and BEIRNE LAY, Jr.
Story by Beirne Lay, Jr. · A Paramount Picture



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NEW YORK CITY	**PARAMOUNT**	**April 21**
LOS ANGELES	*Stanley-Warner* **BEVERLY HILLS**	**April 28**
PHILADELPHIA	**STANLEY**	**May 5**
NEW ORLEANS	**SAENGER**	**May 6**
WASHINGTON	**CAPITOL**	**May 12**
CHICAGO	**STATE-LAKE**	**May 12**
TORONTO	**IMPERIAL**	**May 12**
PITTSBURGH	**PENN**	**May 19**

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77th SMPTE Convention in Chicago Today

CHICAGO, April 17.—Recent improvements in wide screen, sound, lighting, high speed photography, television and 16mm. equipment and processes will be described and evaluated by the men who helped create them for more than 800 motion picture and television technicians and engineers expected to attend the 77th semi-annual convention of the Socicty of Motion Picture and Television Engineers which opens here tomorrow morning at the Hotel Drake.



Dr. J. G. Frayne

Get-together Luncheon Set

Following registration in the morning, the convention will get under way with a get-together luncheon in the hotel's Gold Coast Room. Dr. John G. Frayne, president of the Society, will address the group and introduce the guest speaker, Charles H. Percy, president of Bell & Howell. Recognizing the unlimited potentialities offered by the non-theatrical film field, Percy will discuss "Selling the Sizzle to Industry and Education."

Immediately following the luncheon, the serious business of the convention will begin with the first technical session on sound being held in the Grand Ball Room. Included in this session will be a report on the status of magnetic sound standards, presented by Ellis W. D'Arcy, Chairman of the SMPTE Subcommittee on Magnetic Recording.

Technical Papers Scheduled

Among the technical papers to be presented will be a discussion of a simplified noise-suppressor for the effects track in CinemaScope reproduction by J. F. Byrd of RCA. This session will also include papers on "Some Practical Elements of 16mm. Motion Picture Sound Recording" by Allen Jacobs of The Galvin Company and "Arricord 35, A New Double-System 35mm. Recording Camera" by Robert Richter, Arnold & Richter, Munich.

A total of 14 technical sessions, which will include more than 70 papers, have been scheduled by the SMPTE from tomorrow afternoon through Friday afternoon. Of special interest are a symposium on wide-screen photography, scheduled for Thursday morning, and the Friday afternoon sessions on wide-screen and screen brightness. Included in these sessions are papers by E. I. Sponable and H. E. Bragg of 20th Century-Fox on "Improvements in CinemaScope" and Loren L. Ryder, C. R. Daily and J. Bishop of Paramount Pictures on "The VistaVision Process."

Equipment to Be Shown

An exhibit of the latest equipment for the motion picture and television industries will be held concurrent with the convention. Seventeen manufacturers and distributors will be represented at the equipment exhibit on view in the hotel's Walton Room.

The top social event of the convention will take place on Thursday evening when the semi-annual banquet and dance will be held in the Gold Coast Room, with music provided by Henry Brandon's orchestra. This affair will be preceded by a cocktail hour in the French Room.

SMPTE convention vice-president is Byron Roudabush. Program chairman is C. E. Heppberger, and James L. Wassell is in charge of local arrangements.

Toll TV Forum for CBS

(*Continued from page* 1)

ried on the coast-to-coast facilities of the network.

In the light of recent interest in the question of pay-as-you-see TV and its importance to the more than 33,000,000 television set owners, CBS will present industry leaders who have views for or against subscription television in a program designed to place those views clearly before the public.

Invitations have gone out to Commander Eugene F. McDonald, Jr., president of Zenith Radio Corp., to be spokesman in favor of subscription television, and to Victor Sholis, vice-president and director of WHAS, Inc. which operates radio and television affiliates of CBS in Louisville, Ky., to be spokesman against subscription television.

Two panels of experts who are proponents of one sde or other of the issue are being invited to question the opposing spokesmen. Among those invited for the panels are Dean James Landis, general counsel of Skiatron Corp. and former Dean of the Harvard Law School, to appear on the pro-subscription-TV panel, and Alfred Starr, co-chairman of the Committee Against Pay-As-You-See TV and past president and chairman of the executive committee of the Theatre Owners of America, to appear on the anti-subscription TV panel. The names of the remaining panelists will be announced shortly.

The program moderator will be Dwight Cooke, noted for his experience as moderator in debate and discussion programs. Currently, Cooke is moderator of the CBS Radio Congressional debate program, "The Leading Question."

The program will originate live from Studio 42 in New York City, before an audience of members of the press.

Film Dominates TV Local Programming

From THE DAILY Bureau

WASHINGTON, April 17.—Television stations are using more films than live shows in their local programming, the National Association of Radio and Television Broadcasters reported.

The report came in connection with the release of the NARTB's 1955 film manual, second volume in what is hoped to be an annual series of handbooks designed to help telecasters in the use of films on their stations.

One section discusses the amount of time devoted to film programs and the costs of the film. This section is based on a survey of about one-fourth of all TV stations. The stations were split into five groups, according to the size of the market served. In all five groups, more local program time was devoted to filmed programs than to live programs. Saturday and Sunday carry the heaviest load of filmed programs, it was indicated.

A second section of the manual contains five new case histories on the way five local stations use films. A third section covers the methods of film operation at a large metropolitan station, and this section was prepared for the NARTB by Louis J. Climent on behalf of the Society of Motion Picture and Television Engineers.

Bogeaus' Next

HOLLYWOOD, April 17.—"Tennessee's Partner," Bret Harte story will be another of Benedict Bogeaus' productions for RKO distribution, it was announced at the weekend. Bogeaus has already signed John Payne and Ronald Reagan.

Combine 2 Censor Hearings in Boston

Special to THE DAILY

BOSTON, April 17.—At the request of both parties, Judge Counihan of the Supreme Judicial Court, has reported the Times Film censorship case for decision by the full bench of seven judges. Chief Justice Stanley Qua has allowed the case to be placed on the May list for hearing. The case involves the censorship of two forcign films, "Game of Love" and "One Summer of Happiness" and the Commissioner of Public Safety and his Sunday censorship department.

Waiver of Rules Approved

In an unusual move, Justice Qua has allowed a waiver of the rules permitting the Times case to be argued along with another censorship case on file, the Brattle Theatre's suit against the Commissioner involving the censorship of the Swedish film "Miss Julie." Otherwise, the Times case would have to wait for argument until the fall term.

Attorneys for the Times case are the Boston firm of Albert, Albert & Tyber, while the firm of Peabody, Koffman & Brewer represents the Brattle case.

In this city's third censorship case, RKO's "French Line" suit involving the Commissioner of Public Safcty, the mayors of Boston and Lynn and various other city officials, attorney Joseph Welch of Hale & Dorr has asked for a 30-day postponement on the hearing on the merits. It was originally set for hearing for tomorrow.

Big Plans for 'Major' After Sneak Preview

Following favorable rcaction at the Cornell Theatre in Burbank, Cal., to Universal-International's "The Private War of Major Benson," the company has speeded up its plans for release and promotion of the color-in-Technicolor feature.

Alfred E. Daff, executive vice-president, has instructed personnel of sales, advertising and publicity to marshall forces for the early summer release of the Charlton Heston starrer, directed by Jerry Hopper for producer Howard Pine.

NARTB Stand On Pay TV Hit By Arthur Levey

The resolution of the National Association of Radio and Television Broadcasters, opposing subscription-television as currently envisioned, shows a deplorable lack of courage and foresight, Arthur Levey, president of Skiatron Electronics and Television, commented at the weekend.

Skiatron sponsors the Subscriber-Vision system of Pay-As-You-See TV. It has pending with the Federal Communications Commission a petition for commercial authorization of this service.

Sees Freedom Injured

"At a time when program costs have spiralled to unprecedented heights and the demands for better TV shows are louder than ever, the action of the NARTB television board violates not only the dictates of good sense and good economics but ignores a basic American principle—free enterprise and free competition.

"Once again we hear the voice of the entrenched interests crying out for the status quo while refusing to consider the public interest," Levey stated.

"Subscription television will come, whether NARTB likes it or not, because it represents a vital and fundamental solution to the pressing economic problems currently besetting the industry. When it comes, as we have said all along, it will be a supplementary service, designed solely to provide for the viewer the type and quality of TV program he cannot get—and never will get—under present circumstances.

"In taking a stand against toll-TV, the NARTB has shirked one of its primary responsibilities, that is, to serve the public by bringing it the best entertainment to be had. Only by gaining its own boxoffice in the living rooms of the nation can television ever hope to fulfill its total responsibilities," Levey continued.

Says Public Favors It

He added that, if the broadcasters did not wake up to the harsh facts of their economic life, it would be the people of America who would make their voices heard. "Public opinion tests have shown overwhelming public sentiment in favor of pay-as-you-see television," Levey stated. "This is the kind of expression which, if they are indeed operating in the public interest, NARTB members cannot,—and in the long run will not—ignore. One can only hope that the association will re-consider its views so as to help make Toll-TV—and better television—a speedy reality."

TV Sets Sold in Feb. Under Jan., Over '54

WASHINGTON, April 17.—Retail sales of television sets during the month of February totaled 626,613 units compared with 647,585 sets sold during January, according to figures just released by the Radio-Electronics-Television Manufacturers Association.

The retail sales figure for February of this year, while below that for January, represents a considerable gain over the total for February of 1954, when 536,017 receivers were sold.

Motion Picture Daily Feature Reviews

"High Society"

(Allied Artists)

THE title—"High Society"—is ample evidence that the Bowery Boys will have a field day, to the inevitable amusement and enjoyment of their large and avid audience. Leo Gorcey, Huntz Hall and their effusive coterie of dead-end kids here find themselves opposed to a group of baddies trying to wrest control of a vast fortune from an innocent dupe. Needless to say, they frustrate the villains, in their laughing, free-and-easy, but most effective manner.

Dayton Lummis, a baloney artist if there ever was one, blunders into the Bowery Boys' garage and inadvertently learns that Hall's name is Jones. Realizing that he might be able to use Hall as a foil in an attempt to control an inheritance, Lummis takes Hall under his wing. Hall brings his pals, Gorcey and Bernard Gorcey, along on the society fling.

Subsequent sequences have the invincible Bowery trio meeting Lummis' conniving sister, Amanda Blake, and crooked lawyer, Addison Richards, prior to the laugh-provoking chase that signals an all's-well-that-ends-well attitude by the Bowery Boys toward society and vice versa. The Boys return happily to their garage.

Ben Schwalb and the veteran William Beaudine directed from a competent script authored by Bert Lawrence and Jerome S. Gottler.

Others in the cast include David Condon, Ronald Keith, Dave Barry and Bennie Bartlett.

Running time, 61 minutes. General classification. Release in April.

"Front Page Story"

(British Lion-Associated Artists)

UTILIZING London's Fleet Street as its background, this British Lion production is a fair drama about the people who report the daily news. This English import depicts a 24-hour period in the life of a news editor who aggressively attempts to beat out the opposition in securing the top news exclusives, but meanwhile becomes oblivious to an impasse with his wife and family. American audiences should enjoy this film which stars Jack Hawkins, Derek Farr, Elizabeth Allan, Eva Bartok and Michael Goodliffe, all foreign players of recognized ability by U. S. patrons.

Hawkins' day begins with a quarrel with his wife, over the postponement of their vacation because of three "hunches" about possible exclusives. The first "hunch" concerns a foreign atomic scientist, who arrives in London to give a lecture. The second news story is that of tragic little Miss Bartok who is on trial at Old Bailey on a charge of "mercy-killing." The third story concerns a group of children made homeless through officialdom's stupidity. Interwoven with these news stories is the personal one of Hawkins' domestic woes.

The wife of Hawkins, Miss Allan, writes her husband a note that she has been unfaithful to him, and in a fit of conscience, runs away. Later in the day, a Paris-bound plane crashes and Miss Allan is reported to be among the passengers killed.

In a stirring climax, Hawkins' news "hunches" pay off—the foreign atomic scientist is in reality a spy, Miss Bartok is acquitted but is killed in a traffic accident, and the group of children are made orphans when their mother dies. Hawkins is also attacked by an idealistic reporter, but he manages to point out the qualities needed in journalism, and what the profession demands of a man. Hawkins is reunited with his wife, who missed the plane, and there is the promise of a happier understanding between both.

Running time, 95 minutes. General classification. Release in April.

L. D.

"Chance Meeting"

(Pacemaker)

THE problem of two-world ideologies is not resolved in this picture. It is a conflict that even the diplomats may not resolve, ideologies that apparently are impervious to the amelioration of love, pure and unpolitical.

The lovers in this instance ride out to sea searching for a never-never "third land," and apparently ride out a fateful and fatal gale, symbolically only. This tantalization and apparent allegory may explain why the screenplay received the 1954 British Academy Award. However, as presented by J. Arthur Rank through able producer Anthony Havelock-Allan and director Anthony Asquith, the picture has some roughness and inadequacies. This, too, is despite positive virtues of tension maintained and ever-increasing, American accents and an insight into American character, and a "chase" ending which gives points of analogy with Alfred Hitchcock's famed "39 Steps."

The story has a chance meeting, at the ballet "Swan Lake," of course, of two charming and sensitive youngsters, David Knight and Odile Versois. This meeting ripens so rapidly that they fall right into bed; and thereby hangs an ingredient important to the plot, and fatal to both; because, before long, Miss Versois is pregnant.

By the way, this does not have a seal; nor will it apparently have one. Sex is in it throughout.

Getting back to the lovers: Before the eventuation of retribution, they have had other agonies; he works for the American Embassy in London, she for the "Question Mark" Embassy. Whatever it is, it's an "enemy" embassy. Her father is its minister, and both have served years in jail for the revolution.

It all gets too hot when the respective embassies with suspicions of the worst begin recording the conversations of the two and their meetings. It all becomes especially poignant when the pregnancy brings an order from Miss Versois' father that she go home, and when Knight's rashness gets him arrested, he is ordered to return to the U.S. forthwith. He escapes the restraints, makes his way to the boat train and helps her to escape her guard. The two spend a fear-haunted yet idyllic seaport night, steal a boat, and away they go.

Miss Versois' final, chiding note, read in sorrow by her father and the American embassy men on a forlorn shore, reads: "We are not running away because we are guilty, but because you are guilty . . . without love you will destroy yourselves."

The "American angle" which the British seek so avidly in this picture, is indeed strong. Knight and his American accent, others in his embassy, all are exceedingly natural in the casual, kidding American way. Not so successful, at least for the sophisticated art house audiences which would be expected to dislike stereotypes, is the portrayal of Miss Versois' father. David Kossof is made to look like the Anglo-Saxon conception of the non-violent but stern revolutionist, a la Leon Trotzky. He is there with pince-nez, goatee, and Russian accent. Miss Versois is pretty, appealing, and portrays agony of soul poignantly. Knight, another unknown to our audience, is suitably brave, romantic and very young. The other performers all are stereotypes.

Running time, 94 minutes. Adult Classification. For April release.

"Murder is My Beat"

(Allied Artists)

THE efforts of a police officer to prove the innocence of a convicted murderess, at the same time risking his reputation, forms the basis of this mystery melodrama. Despite the fact that it offers little in originality, the picture is competently acted and mildly diverting.

Most of the story is told in flashback as detective Paul Langton explains to his superior, Robert Shayne, why he and the aforementioned young lady have been missing. It seems that a certain "Mr. Deane" was found murdered, his face mutilated beyond recognition. Facts point to the girl, Barbara Payton, as the killer. She admits having struck him for honorable reasons but never suspected it would prove fatal.

She is tried and convicted and is being brought, by train, to the state prison by Langton when she sees "Deane" on a platform. Her story is so convincing that he helps her escape and tries to solve the mystery. It is here that the flashbacks end and the two detectives pair their wits. The details are too complex to repeat, but needless to say, the girl is exonerated and not one, but two murderers are discovered.

Although the cast is generally an unknown one, they perform adequately. Miss Payton, perhaps the best known, is given a sympathetic role for a change. Langton is quite good as the cop with a conscience and Selena Royle, Roy Gordon and Tracey Roberts play important parts in the story's motivation.

Aubrey Wisberg, who produced, also wrote the screenplay and the story, the latter in collaboration with Martin Field. Edgar G. Ulmer directed this standard thriller in standard style.

Running time, 77 minutes. General classification.

Holt-Rosen Sign For Superscope

HOLLYWOOD, April 17.—Holt-Rosen Productions announced the completion of negotiations with Superscope for filming its forthcoming two productions in Superscope. Nat Holt and Lewis Rosen and Irving and Joe Tushinsky completed the arrangements.

"Texas Lady," starring Claudette Colbert, which starts next month, and "Trumpets of Company K," scheduled for late summer start, are the two productions. Edmund Grainger, president of Edmund Grainger Productions, Inc., last week announced that his six forthcoming productions for RKO will be filmed in Superscope.

Superscope Is Chosen For 2 Panamint Films

HOLLYWOOD, April 14.—Panamint Pictures, Inc., has completed negotiations with Superscope, Inc., for the next two Panamint films to be in the Superscope process. Both will be distributed by RKO and will be in color.

The first will be "Flight From Bengazi," with Richard Conte and Victor McLaglen playing the starring roles.

The second production will be "High Destiny," an outdoor drama telling the story of a man and boy involved in a search for uranium in the Panamint Valley of California.

Name Manos Circuit In Percentage Suit

COLUMBUS, O., April 17.—Distributors filed seven percentage actions in Federal Court here against the George Manos circuit of theatres, all but one of the complaints also having additional counts for infringement of copyright arising from alleged holding over and switching of pictures for exhibition at various theatres in disregard of time and place license limitations.

Loew's, Universal, Columbia, Warner Bros., RKO, Twentieth Century-Fox and Paramount each filed its bill of complaint against defendant George A. Manos and associated individual and corporate defendants operating a circuit of 18 theatres in Toronto, Lisbon, Minerva, Newton Falls, Newcomerstown, East Palestine, Leetonia, Columbiana, Youngstown, Windham and Louisville, all in Ohio.

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One of a series of three Magazine Ads

FROM RKO THE SHOWMANSHIP COMPANY

MOTION PICTURE DAILY'S BOOKING CHART

ALLIED ARTISTS

SEVEN ANGRY MEN
Raymond Massey
Debra Paget
Jeffrey Hunter
90 min.
(Rev. 3/8/55)
(Release 3/27/55)

ANNAPOLIS STORY
(Color)
John Derek
Diana Lynn
Kevin McCarthy
Alvy Moore
81 min.
(Rev. 3/25/55)
(Release 4/10/55)

HIGH SOCIETY
Leo Gorcey
Huntz Hall
Bernard Gorcey
Amanda Blake
61 min.
(Release 4/17/55)

SHOT GUN
(Color)
Sterling Hayden
Yvonne DeCarlo
Zachary Scott
Robert Wilke
80 min.
(Rev. 3/21/55)
(Release 4/24/55)

LAS VEGAS SHAKEDOWN
Dennis O'Keefe
Coleen Gray
Thomas Gomez
Charles Winninger
77 min.
(Release 5/8/55)

DARK VENTURE
Frank Lovejoy
Forrest Tucker
Peggie Castle
Timothy Carey
79 min.
(Release 5/22/55)

COLUMBIA

(April Releases)

THREE FOR THE SHOW
(Color)
Betty Grable
Marge & Gower Champion
Jack Lemon
Myron McCormick
93 min.
(Rev. 2/17/55)
SS

JUNGLE MOON MEN
Johnny Weismuller
Jean Byron
Helene Stanton
Billy Henry
Kimba
70 min.
(Rev. 3/28/55)

RETURN OF OCTOBER
Glenn Ford
Terry Moore
89 min.

LIPPERT

THE GLASS TOMB
John Ireland
(Release 2/4/55)

M-G-M

(April Releases)

THE GLASS SLIPPER
(Color)
Leslie Caron
Michael Wilding
Keenan Wynn
Estelle Winwood
94 min.
(Rev. 2/14/55)

BEDEVILED
(Color)
Anne Baxter
Steve Forrest
89 min.

THE PRODIGAL
(Color)
Lana Turner
Edmond Purdom
Louis Calhern
Tania Elg
114 min.
(Rev. 3/28/55)
CS

THE MARAUDERS
(Color)
Dan Dureau
Jeff Richards
Keenan Wynne
Jarna Lewis

PARA.

(April Releases)

RUN FOR COVER
(Color)
James Cagney
John Derek
Viveca Lindfors
Jean Hersholt
92 min.
(Rev. 3/18/55)
VV

MAMBO
Shelley Winters
Silvano Mangano
Vittorio Gassman

(May Releases)

STRATEGIC AIR COMMAND
(Color)
James Stewart
June Allyson
Frank Lovejoy
D—110
(Rev. 3/31/55)
VV

HELL'S ISLAND
(Color)
John Payne
Mary Murphy
Francis L. Sullivan
D—84 min
VV & PS

REPUBLIC

A DAY TO REMEMBER
(Rank)
Stanley Holloway
Joan Rice
Ddile Versois
(Release 3/29/55)

DOCTOR IN THE HOUSE
(Color)
Kenneth More
Donald Sinder
Donald Houston
C—88 minn.
(Rev. 2/18)

(April Releases)

SANTA FE PASSAGE
(Color)
John Payne
Faith Domergue
Rod Cameron
90 min.

I COVER THE UNDERWORLD
Sean McClory
Joanne Jordan
Ray Middleton
70 min.

RKO

(April Releases)

QUEST FOR THE LOST CITY
Documentary—60 min.
(Rev. 12/23/54)

ESCAPE TO BURMA
(Color)
Barbara Stanwyck
David Farrar
Robert Ryan
CS

BERLIN EXPRESS
(re-release)
Merle Oberon
Robert Ryan

THE INFORMER
Victor McLaughlin
Heather Angel
Preston Foster
(Rel. 4/6/55)

(May Releases)

BRINGING UP BABY
(re-release)
Katherine Hepburn
Cary Grant

I REMEMBER MAMA
(re-release)
Irene Dunne
Barbara Bel Geddes
Oscar Homolka

SON OF SINBAD
(Color)
Dale Robertson
Sally Forrest
Lili St. Cyr
Vincent Price
90 min.
(Release 5/28/55)
SS

20TH-FOX

(April Releases)

A MAN CALLED PETER
(Color)
Jean Peters
Richard Todd
Gil Esmond
Robert Burton
(Rev. 3/28/55)
D—119
CS

THE ADVENTURES OF SADIE
(Color)
Joan Collins
Kenneth More
George Cole
88 min.

VIOLENT SATURDAY
(Color)
Victor Mature
Sylvia Sidney
Stephen McNally
J. Carrol Naish
CS

THE MAGNIFICENT MATADOR
(Color)
Maureen O'Hara
Anthony Quinn
CS

LIFE IN THE BALANCE
Ricardo Montalban
Anne Bancroft
Lee Marin
Jose Perez
74 min.
(Rev. 1/20/55)

UNITED ARTISTS

(April Releases)

THE PURPLE PLAIN
(Color)
Gregory Peck
Win Min Than
(Rev. 3/24/55)
100 min.

A BULLET FOR JOEY
Edward G. Robinson
George Raft
85 min.

LILACS IN THE SPRING
(Color)
Errol Flynn
Anna Neagle
94 min.

UNIV.-INT'L

(April Releases)

CHIEF CRAZY HORSE
(Color)
Victor Mature
Susan Ball
John Lund
86 min.
CS

MA AND PA KETTLE AT WAIKIKI
(Color)
Marjorie Main
Percy Kilbride
(Rev. 3/9/55)
79 min.

MAN WITHOUT A STAR
Kirk Douglas
Jeanne Crain
Claire Trevor
89 min.
(Rev. 3/3/55)

(May Releases)

CULT OF THE COBRA
Richard Long
Marshall Thompson
Faith Domergue
82 min.
(Rev. 3/22/55)

REVENGE OF THE CREATURE
John Agar
Lori Nelson
82 min.
(Rev. 3/15/55)
3-D

THE LOOTERS
Rory Calhoun
Julie Adams
Ray Danton
87 min.

WARNERS

(April Releases)

EAST OF EDEN
(Color)
James Dean
Julie Harris
Richard Davalos
Raymond Massey
115 min.
(Rev. 2/16/55)
(Release 4/9/55)
CS

JUMP INTO HELL
Jack Sernas
Kurt Kaszner
Arnold Moss
(Rev. 3/31/55)
93 min.
(Release 5/11/55)

Keys: SYSTEM: CS—CinemaScope; VV—VistaVision; SA—SuperScope (anamorphic print); 3D—two prints; 3D(1)—single strip.

SOUND: Ss—Four track magnetic stereophonic sound; Ss(2)—Separate stereophonic sound print; Ps—Perspecta optical directional sound; Ms—single track magnetic sound; Os—standard optical sound.

Letters denote the following: (D) Drama; (M) Musical; (C) Comedy; (O) Outdoor action; Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.

NY Exhibitors Study Report By Sindlinger

By LESTER DINOFF

Sindlinger & Company's survey of the effect on local theatres of the New York City five per cent amusement tax has been completed and is now being studied by top exhibitor leaders here for possible use in the campaign of opposition to the "nuisance" levy, it was reliably learned at the weekend.

Despite denials from some exhibitor sources that the report had been completed, Albert E. Sindlinger's findings were termed by a representative of a theatre association as strictly "academic."

Reported 'Unfavorable'

It was, however, learned that the market analyst's survey, compiled from questionnaires sent to every New York City theatre seeking tax information, was "unfavorable" in substantiating exhibitor claims on the effect of the tax and on the amount of the tax revenue which might be expected annually.

The New York City Tax Collector's office reported on Friday that some 1,942 sources of amusement revenue in the five boroughs turned in a total admission tax on March 20, for the third tax quarter covering December, January and February, of $2,041,152. New York City theatres' share of the tax revenue for the tax period was $1,066,875, the City Tax Collector's office revealed.

In mid-February, New York City controller Lawrence E. Gerosa revealed that the five per cent amusement tax netted $3,986,487 as of Jan. 31, since the impost's inception, and the tax would total $10,816,487 by June 30, the end of the present fiscal year.

Engaged in December

Sindlinger was engaged by the local theatremen last December in order to "discredit" the tax estimates expected at the end of a year's time by New York City officials, it was said. At that time, a prominent exhibitor said that Sindlinger's survey will include tax statistics from the inception of the tax to the end of 1954 with the market analyst's findings to be possibly used in preparing briefs and petitions for study by Gov. Averell Harriman if and when the New York City exhibitors seek a repeal or amendment of the State Enabling Act of 1947; that measure allows municipalities to enact legislation such as the admission tax, it was learned.

Emanuel Frisch, president of the Metropolitan Motion Picture Theatre Association, said a number of weeks ago here, that Sindlinger's report would be utilized in carrying on the fight against the five per cent tax. Since then, periodic reports were heard that the survey was "almost ready," and on Friday it was learned that the report was not up to exhibitor expectations.

Court Has Appeal Before It

The use of Sindlinger's survey is now strictly academic, as the Court of Appeals in Albany is considering a New York City appeal of a Supreme Court decision forbidding the city to collect the tax breakage. Also, the city, to insure that it would collect the tax breakage, one way or another, had an amendment to the Enabling Act introduced, passed and signed by the New York State Assembly, Senate and governor, respectively, validating the collection of such breakage.

Rejects Round-Table 'Now'

(Continued from page 1)

peration and threat." He made reference to TOA president E. D. Martin's statement last week, calling for an immediate round-table conference and charging distribution with "outrageous" trade practices.

Skouras Urged Dual Expediting

The 20th-Fox distribution director said he issued his statement following the sentiments expressed by 20th-Fox president Spyros P. Skouras. Skouras, in an exclusive interview with MOTION PICTURE DAILY, urged the expediting of both the arbitration and round-table conference projects.

The complete text of Lichtman's statement follows:

"The remarks attributed to the president of TOA in Monday's trade papers, which just reached me, caused me great personal distress. I have now seen the full text of this statement and I am more deeply concerned than ever for the welfare of the industry. Vicious attacks on producers and distributors and dire threats of one kind of action or another cannot create the kind of atmosphere in which an intelligent, fair-minded, open discussion of matters of industry concern and interest can take place.

"I think also it is high time that the facts be stated without the varnish of poison and prejudice and threat. A plan of arbitration has been the subject of intense, sympathetic and serious consideration for some time. Both sides have thus far acted in good faith. Sure, there have been differences of opinion on matters which have required thoughtful consideration for solution, but the goal is in sight. Arbitration has and should receive priority at all times. At no time during the meetings or discussions on arbitration has there been any difference of opinion between exhibitors and distributors attending these meetings on the fact that film rentals were not to be an arbitrable issue.

Film Rentals Ruled Out

"In response to certain inquiries, I, acting on my own behalf and without consultation with any other representative of distributors, suggested a conference of distributors and exhibitors to discuss industry problems. When I approached the sales managers of the other distributors, they agreed that such a meeting might be productive of good but only on the distinct understanding that no meeting was to be held until the plan of arbitration had been finalized. It was also made clear that at such an industry conference individual policies of any company were not appropriate subjects of discussion. Specifically, film rentals of the various distributors was not a subject of discussion at such a public meeting.

"The negotiating committee representing exhibitors, and including the TOA members of this committee, agreed that no round-table conference should take place until the discussions on arbitration had been resolved one way or the other. There was never any doubt in anybody's mind but that the plan of arbitration then being worked on would ultimately be agreed upon.

"The latest attempt to bypass arbitration and to have a round-table conference at which the principal item of discussion would be film rentals and the sales policies of the individual companies is contrary to the expressed purposes of such a conference.

"I know that no company can participate in a discussion of its film rentals and its sales policies in the presence of other distributors. There are certain matters, the responsibility for which, rests on each company for decision in its own company, without consulting or advising with any other company. Decisions in regard to production and sales and film rental policies come within this category.

Wants End to 'Threats'

"Until there is a complete understanding on what matters are appropriate for discussion at a round-table industry conference, and until such time as the atmosphere is cleared of name-calling, vituperation and threat, I must sadly conclude that it would serve no purpose to call such a conference.

"In the meantime, every effort should be made to bring to a fruition the arbitration plan and I shall do my share to see that this is done."

Censor Fight

(Continued from page 1)

killed by the state legislature over the signature of the governor. In Maryland and Virginia, the censorship of newsreels has been eliminated. In New York, although there is no activity on the legislative level, a case challenging the constitutionality of censorship in the Empire State has been filed in the courts by Ephram London, counsel for the distributors of "Mom and Dad."

Contest Near in Ohio

In Ohio, pro and anti-censorship forces are aligning themselves in the state legislature where a bill reinstating censorship in the state is under consideration.

In Pennsylvania, the censorship situation has been clouded by the failure of state attorneys to challenge the adverse recent rulings of lower state courts against censorship. However, in the legislature, censorship bills aimed at meeting the requirements of recent U.S. Supreme Court decisions are in the hopper.

Five-City Premieres For 'Lady' Completed

FORT WORTH, April 17.—Greer Garson, Dana Andrews, Gonzalez Gonzalez and producer-director Mervyn LeRoy left Fort Worth for the West Coast over the weekend following their appearances at the five-city Texas world premieres of Warner Bros.' "Strange Lady in Town" which were concluded here yesterday.

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SIGNS, Inc., Boston, has placed on the market new prefabricated Made of steel, they have special built-in features which provide for curving and tilting the screen. The screen structure is supported by two box column towers, which rest on 3-inch clevis pins. The latter can be adjusted to tilt the screen at the angle desired. Steel trusses, spaced one above the other at intervals of 7 feet, 6 inches, can be fabricated with any desired curve. The screen is surfaced with galvanized steel panels, fastened to the trusses and to each other by special clips. It is then coated with matte white paint applied with special rollers. The company states the structure can be erected within 28 hours.

•

Introduction of a new gas-operated pizza oven with two baking decks is announced by the Harvic Supply Corporation, New York. A counter model, it is equipped to operate by any type of gas—manufactured, natural or bottled. Designated Model G-218, it is designed also to roast meat and fowl and to bake cakes and bread. It will bake two 18-inch pizzas at a time and up to 50 per hour, according to the company.

•

The Pullman Vacuum Cleaner Corp., Boston, has purchased the Electric Blower Company, pioneer manufacturers of electric blowers in America, and it will be a division of the Berns Manufacturing Corporation, according to Stanley Berns, president. He said the purchase was made to widen the range of Pullman Vacuum by giving it a more complete line of commercial cleaning equipment.

•

Something new in box candy has been placed on the market by the Curtiss Candy Co., Chicago. It is a complete new line of "look-in" boxes for bite size pieces featuring cut-outs for youngsters. The seven different varieties, each with family identification, will feature bright colors, and the bottom of each package will carry a coupon offering customers a $2.95 nationally-advertised five-piece stainless steel cutlery set for one dollar.

•

"Bolta Fashion Foam" is the name of a new vinyl foam material made by Bolta Products of Lawrence, Mass. It is said to have many properties heretofore unavailable in a cushioning agent. It can be sealed by heat to almost any other fabric, making various combinations of fabric and foam easily possible. Other qualities claimed for it include uniform compressibility and fire-resistance.

B. F. P. A. SETS UP MACHINERY TO HEAR CENSORSHIP COMPLAINTS

From THE DAILY Bureau

LONDON, April 17.—Concern over recent decisions of the British Board of Film Censors has led to the setting-up of a committee by the British Film Producers' Association to consider complaints from its members.

Discussions have lately been held on the matter between BFPA's president Robert Clark and Sir Henry French, on the one hand, and Sir Sidney Harris (the censor board president) and the board's secretary, Arthur Watkins, on the other, which encourage producers to insist on some method of appeal against the censor board decisions.

Like their American counterparts, producers here commonly submit scripts to the censor board before production, but the suggestion is now made that this policy, admirable though it be in practice, may work adversely against British producers. The feeling is that the censors may be more likely to withhold their approval of a script in advance of production or put it automatically into the "X" category than to throw out completely a Hollywood completed picture.

May or May Not Act

Design of the now proposed Producers' Committee is to consider any grievance which a member of its association may have and decide whether or not to press for an adjustment of the censors' decision.

The censor board, hitherto, having handed down a verdict, has evinced the utmost resistance to a reversal of the decision.

Year's Delay on Vt. Sunday Matinees

MONTPELIER, Vt., April 17.—Vermont Attorney General Robert T. Stafford has issued a ruling that under terms of a recently enacted state law theatrical film shows on Sunday afternoon cannot be put into effect until March, 1956.

He held that Vermont towns lack authority to call special municipal meetings to approve the Sunday matinees. This can only be done at regular town meetings in March, he said in answer to a request for clarification by State Senator Barry of Chittenden County, sponsor of the Sunday matinee bill. The measure was signed into Vermont law recently by Gov. Johnson.

Boston to See 'Air' In Vertical VV

BOSTON, April 17.—Installation of horizontal VistaVision at the 4,000-seat Metropolitan Theatre has been ruled out for the time being by officials of New England Theatres, Inc., a United Paramount subsidiary, it was learned, although projectors had already arrived here.

The expense of enlarging the booth to accommodate the two additional machines was the reason given for the decision. It would have necessitated pushing out the walls on each side of the booth, taking space out of mezzanine seating, it was said. "Strategic Air Command" will be shown, in consequence, in vertical VistaVision on standard film.

HFC Out to Curb Overseas Production

From THE DAILY Bureau

HOLLYWOOD, April 17. — The constant increase in foreign film production by American motion picture makers must be reckoned with, according to the Hollywood A. F. L. Film Council which wants its 24,000 members to try to throttle this so-called "runaway" production.

The council stated that the number of pictures made abroad by American companies has risen from 22 in 1952 to 25 in 1953 and 34 in 1954.

The A.F.L. picture group, which is composed of the Association of Motion Picture Producers, the Society of Independent Motion Picture Producers, the Independent Motion Picture Producers Association and Hollywood locals of IATSE, has been denouncing foreign "runaway" production since the late 1940's, but has not as yet taken any steps to stop it.

Wage Factor Uppermost

The Film Council is not opposed to pictures being made abroad to assure authenticity, but is said to be upset about those in which "U. S. producers and other interests make films in other countries in order to escape paying American wages, even to the extent of making pictures in foreign countries with locales laid in the U. S."

Skirball Brothers Building Drive-in

CLEVELAND, April 17.—Skirball Brothers have broken ground for a new 1,400-car drive-in in the Akron area, making a total of 14 theatres in the circuit, which includes 12 conventional and two outdoor theatres.

The drive-ins are the Stark, at Massillon, and the new one to be called the Summit Drive-In. The indoor theatres are the Granada, Palace, Rivoli and Pantheon, Toledo; Paramount, Steubenville; Weslin and Grand, Massillon; Ritz and Madison, Mansfield; Temple and Bryan, Bryan, and the Forum, Akron.

Stage Play Policy At Avenue, Toronto

TORONTO, April 17.—Closed for some months, the 680-seat Avenue Theatre, Toronto, formerly a unit of the Famous Players chain, is scheduled to be re-opened April 27 under a stock-company policy by the eight-year-old New Play Society with John Hayes as manager. Previously the society had used an auditorium of the Royal Ontario Museum for its shows.

The Avenue Theatre was built 25 years ago by T. M. Sterling and the late Ray Lewis and it was operated in partnership with Famous Players. A year ago David Bros. acquired the Crest Theatre here from Nat Taylor's 20th Century Theatres for dramatic stock.

People

Bill Shirley, industry veteran, has been released from St. Joseph Hospital, Yonkers, where he underwent surgery.

¤

Marilyn L. Friedel has re-joined the staff of United Film and Recording Studios in Chicago as national director of public relations after an affiliation with Universal studios on the Coast.

¤

Tommy Thompson, Buena Vista representative for the Kansas City, Omaha and Des Moines territories, has opened offices in the Melcher Building, K. C.

¤

Ronald Wedgwood has resigned as manager of the Rialto Theatre, Ottawa, to join the Federal Civil Service.

¤

Federal Judge John Knight, who presided at the Schine trial in Buffalo, is in the Buffalo General Hospital after being stricken at his home. His condition is reported to be good.

¤

George Bodenheim, of Poughkeepsie, has taken over the New Theatre in Hoosick Falls, N. Y.

¤

Vincent Trotta, industry art director has been elected to life membership of the Art Directors Club of New York and will be honored at a luncheon here on May 4.

¤

Tom Whitesell has been appointed production supervisor at Transfilm, Inc. He formerly was with MPT Productions and Louis de-Rochemont.

¤

Ernie Borud, former salesman for United Film Service in Minneapolis, has purchased two drive-in theatres, one at Mobridge and the other at Lemmon, both in South Dakota

¤

Oliver Klauss, formerly assistant manager of the Eastwood Theatre, Houston, has moved to the Majestic as assistant to manager **Eddie Brimmer,** replacing **Buddy Gould,** who has taken over the management of the Yale. **Alvin Guggenheim,** former Yale manager, has moved to the Fulton, succeeding **William Hemphill** who resigned to enter another business.

¤

Harold Danziger of the Columbia Pictures home office exploitation staff has written his first song, "Even Then," which was published, recorded and released last week by Columbia Records.

News Roundup

Audio-Visual Convention

The National Audio-Visual Association will hold its annual convention at the Hotel Sherman in Chicago on July 22-27. Two new workshops for professional audio-visual users will be held during the conclave.

■

Set Multiple Openings

More than 150 dates in the New England and Albany areas have been set for Columbia's "Cell 2455, Death Row." The openings will follow the world premiere at the Pilgrim Theatre in Boston today.

■

Select "Umberto D"

The Federation of Motion Picture Councils of America selected the Vittorio De Sica film, "Umberto D," as the outstanding foreign film available for presentation at the Federation's first annual convention in Detroit last week.

■

To Distribute 'Villa'

William Pizor's Screen Guild Productions has acquired the world distribution rights to "Murder to the Villa Capri," which was produced in Newark and Orange, N. J. Sam Nathanson's Gibraltar Company will release the picture in the U.S., with Sidney Kulick's Bell Film Exchange representing Gibraltar in New York.

■

To Film TV Play

"The Rack," which was televised on the U.S. Steel TV show last Monday night, will be produced by M-G-M for theatrical distribution, with Glenn Ford starred. It will be made under the title of "Court Martial."

■

Preminger to India

Otto Preminger plans another trip to India this summer when he personally will submit the screenplay for his projected "The Wheel" for the approval of Prime Minister Nehru. This is the life story of Mahatma Gandhi which Preminger will produce and direct in color and in CinemaScope under his Carlyle Productions banner for Columbia release.

■

Honor Miller Tonight

Dave Miller, who recently retired as Universal branch manager in Buffalo after 35 years with the company, will be honored tonight at a testimonial dinner sponsored by the Variety Club. Miller was the first chief barker of the Buffalo tent.

Drive-in Plea Rejected

WASHINGTON, April 17.—The Montgomery County board of appeals has turned down an application by Robert J. D. Johnson for permission to build a 1,300-car drive-in theatre in nearby Maryland.

ORLANDO'S EMPIRE STUDIO MAPS LONG-RANGE PRODUCTION PLAN

ORLANDO, Fla., April 17.—An expanded financial program to meet increased production plans was announced at the weekend by officers of Empire Studios, Inc., motion picture producers here.

Empire's plans to broaden its financial structure became known with the announcement of an issue of 60,000 shares of the company's common stock.

According to R. John Hugh, president of the Orlando company, a resolution authorizing the issue was approved by Empire stockholders at their annual meeting. Outstanding stock in the company will be recalled, he said, and re-issued on a 25-for-1 basis.

The action represents what Hugh termed "merely the beginning of a long-range program" that eventually will enable the independent company to turn out a minimum of six feature length films a year.

Company officials say they expect to spend more than $250,000 during the next six months. This will include some of the basic costs in the preparation of two new films, which under the terms of Empire's multiple picture releasing contract with Republic Studios must be ready for national distribution this winter.

The first of these pictures, which will go into production within the next 30 days, is the original story concerning the life of the legendary Seminole leader, Osceola, written for Empire by Frank G. Slaughter. The second film, scheduled to go before the cameras in the fall, is a modern murder mystery now nearing completion by a Hollywood screenwriter.

Empire's new financial program was planned and directed by Gerard R. Jobin, Investments, Ltd., national brokers and underwriters, with main offices in St. Petersburg, which has been retained as financial advisers and fiscal agents by the film company.

Empire officers, elected at the annual meeting were: R. John Hugh, president; Jack A. Nants, Dean G. Downs and H. R. Hathaway, Jr., vice presidents; John E. Thomas, secretary-treasurer, and Robert H. Threadgill, assistant secretary-treasurer.

Members of the board of directors are: Hugh, Nants, Downs, Hathaway and Thomas, in addition to Harry H. Hearn, W. H. Urban, William A. Slade and Robert James.

20th to Start

(*Continued from page* 1)

company's international theatre building program, it was announced at the weekend.

The theatre will be a completely modern, deluxe 2,000-seat house, air conditioned and equipped with full, four-track high fidelity magnetic directional stereophonic sound, the company said. Current plans also call for the erection of another CinemaScope showplace in Haifa within a period of two years.

Another area where CinemaScope is reported to be making strides is South Africa. Four theatres designed expressly for exhibition of films in the new medium have been completed or are in the planning stage, it was said. A premiere last month served to open the 20th Century Theatre in Germiston, a 1,500-seat house having a 70-foot screen. About ready to open in Port Elizabeth, is a 1,500-seat deluxe house, the 20th Century.

Another in Durban

A 2,000-seat theatre, the Embassy, is being constructed in Durban and is expected to be completed in about six months. In the planning stage is a 1,000-seat theatre to be erected in Johannesburg to supplement the present large 20th Century theatre in that metropolis.

Six South African theatres have been or are in the process of being remodelled for the exhibition of CinemaScope productions.

Cities where conversion or construction is underway include Pretoria and East London, South Africa; Nairobi, Kenya; Salsbury, Northern Rhodesia; and Bulawayo, Southern Rhodesia.

CBC Director to Retire

OTTAWA, Ont., April 17.—Aurele Seguin, director of the French TV network for the Canadian Broadcasting Corp. and associated with CBS since 1934, will retire on July 15.

Goldwyn-Pickford

(*Continued from page* 1)

1949, ended on Friday when Superior Court Judge Paul Nourse granted Miss Pickford a $15,000 judgment, and allowed Goldwyn $819 for utilities costs against the studio space used by Miss Pickford as an office.

The Pickford claim against Goldwyn for more than $500,000 as her share in the revenues from his studio operation during the past six years was disallowed.

Houston's Exhibitors Fight Ad-Rate Boost

HOUSTON, Tex., April 17. — Houston theatre owners and representatives of the "Houston Post" are discussing the proposed theatre advertising increase. "It looks pretty good for us," reported Jack Farr, owner of the Trail Drive-in, "but nothing can be done until after the newspapermen's convention in Chicago, which means about three weeks.

Theatre owners have refused to sign renewals of their present contracts, which will be terminated May 1.

Seven Fox Players Here for Promotions

Seven motion picture performers, all of whom starring or featured in 20th-Century Fox forthcoming productions, are currently visiting New York.

Terry Moore, Thelma Ritter and Fred Clark, who share billing in "Daddy Long Legs," are participating in promotion activities for the May release. Sylvia Sidney, Margaret Hayes and Ernest Borgnine are here for "Violent Saturday" a late April release, and Japanese actress Shirley Yamaguchi, who will be seen in "House of Bamboo" this summer has arrived from Tokyo.

House Cut in USIA Budget Draws Fire

From THE DAILY Bureau

WASHINGTON, April 17.—Rep. Smith (D., Miss.) declared that House-approved cuts in the budget for the government's overseas film program were risky and "highly questionable."

The House Thursday passed an appropriation bill limiting the U. S. Information Agency's film program to $3,000,000 for the coming year, compared with the $3,087,000 it had this year and the $4,484,000 it sought.

Smith said most of the increase had been sought for film work in the Near East and Far East. "I believe there is general agreement," he stated, "that in these two critical areas of the world, where there is a high degree of illiteracy, the motion picture is the most effective medium that can possibly be used to support the foreign objectives of our country. It seems to me there is a high degree of risk in limiting arbitrarily this important service in these danger spots where the U. S. is doing all in its power in other respects to hold back the red tide of Communism."

Points to Soviet Spending

The Soviet Union is spending "very large" amounts on propaganda films attacking the U. S., Smith said, adding that the appropriations committee was shown one Soviet film estimated to have cost $750,000 to $1,000,000. "In the face of the large-scale effort by the enemy, it seems highly questionable for us to curtail our own efforts in this field," he concluded.

Rep. Hillings (R., Calif.) also expressed concern over the cut in the film program. "When we consider that a single motion picture produced in Hollywood could easily cost $3,000,000," he declared, "the same sum is a small figure to maintain a worthwhile program for one year."

TV Bout in N. Y.

(*Continued from page* 1)

York area which has a permanent theatre television installation, it was added.

Meanwhile, some 40 applications from conventional and drive-in theatres in the Greater New York area have been received by TNT, it was stated. The availability of local loop facilities will severely limit the number of theatres in this area which will be able to take the bout, it was explained, however.

Mobile Units a Factor

Nevertheless, from all indications the May 12 exclusive theatre telecast event is due to draw the largest number of theatres into the net. It was pointed out that for the first time there are a sizable number of mobile large-screen TV units available for a championship bout, thereby augmenting the potential.

Sol Siegel

(*Continued from page* 1)

includes "Three Coins in the Fountain," "Broken Lance," "Gentlemen Prefer Blondes," "Call Me Madam," "A Letter to Three Wives" and "No Business Like Show Business."



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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 76 NEW YORK, U.S.A., TUESDAY, APRIL 19, 1955 TEN CENTS

Urges $1.25 Hourly

AFL's Chief AsksExtension Of Wage Laws

Would Cover Firms With At Least Five Branches

From THE DAILY Bureau

WASHINGTON, April 18.—AFL president George Meany urged Congress to expand coverage of the Federal minimum wage law to employes of large interstate theatre circuits and other chains.

Testifying before a Senate Labor Subcommittee, Meany followed up last week's suggestion to this effect by Labor Secretary Mitchell.

Like Mitchell, Meany said he recognizes that the law can't be made to cover small local businesses. However, he declared, interstate chains "are capable of meeting the minimum labor standards provided in the law, and in full justice they should be required to do so." He suggested that the law be made to cover retail and service chains with at least five branches and total annual sales of at least $500,000.

Meany also urged that the present

(*Continued on page 3*)

Ohio Senate Group Okays Hours Bill For Theatre Staffs

Special to THE DAILY

COLUMBUS, O., April 18.—Ohio Senate Commerce and Labor committee adopted by vote of 4-2 an amendment to Senate Bill No. 208 which will permit minors over 16 to work in theatres as ushers and cashiers until 10:30 p.m. Present legal limit is 9 p.m. for boys under 18 and girls under 21. The rule is 6 p.m. for boys under 16 and girls under 18 but has

(*Continued on page 3*)

'U' Planning More Pictures in 3-D

Based on the reported success of the 3-D production of "Revenge of the Creature," Universal-International is considering several properties for production in that medium, it was disclosed here yesterday by Alfred E. Daff, executive vice-president.

The success of "Revenge of the

(*Continued on page 6*)

George Gaughan Reports

TOA Units Eye Conciliation Project to Solve Problems

By LESTER DINOFF

In the wake of the United Theatre Owners of Illinois' project to set up a local conciliation service, exhibitor groups in other parts of the United States may follow suit in organizing similar regional services, according to George Gaughan, field representative for the Theatre Owners of America, Inc.

Gaughan, who has just returned from an 11-state tour of the country to study problems facing theatremen and to recruit new members for TOA, reported that Tennessee theatremen, among others are considering the organization of local conciliation. Several other units are studying it, he said.

The conciliation service, set up by UTOI early this month, is designed along the lines of an "interim relief" plan adopted by Allied States Association at the latter group's St. Louis board meeting last February.

The UTOI plan, which is being considered by other regional exhibitor groups, according to Gaughan, is as

(*Continued on page 6*)

Frayne Doubts One Standard

From THE DAILY Bureau

CHICAGO, April 18.—There can be no single standard for all new types of projection, Dr. John Frayne, president of the Society of Motion Picture and Television Engineers, said here yesterday at the opening luncheon of the society's convention. Several standards "side-by-side" will not conflict, he said, and each wide screen system represents one particular role of one group.

Doctor Frayne said it was too early to determine how many of the non-interchangeable systems can reach commercial success, but that it was not the duty of the society to predetermine which would survive. It is only the society's duty to make available every technical improvement, he said.

In mentioning the already estab-

(*Continued on page 6*)

7 More Houses Set For Horizontal VV

Seven more theatres in the U.S. and Canada within the next month will introduce the new horizontal double-frame VistaVision method of presentation, following the pattern of reconstruction and installation set by the New York Paramount Theatre

(*Continued on page 3*)

Castle Rebuts USIA Blast at Hollywood

From THE DAILY Bureau

HOLLYWOOD, April 18.—Answering a United States Information Agency memorandum said to contain caustic criticism of Hollywood, Eugene W. Castle, author of "Billions, Blunders and Baloney," today declared: "Our entertainment films represent the American people as they really are, not as Washington bureaucrats, with little movie experience, would like them to appear."

Speaking at a luncheon at the Beverly Hills Hotel here. Castle pointed out that USIA never fails to call upon Hollywood for its cooperation and aid—aid which is invariably given in full measure. "The USIA now,"

(*Continued on page 3*)

British Firm Using French-Developed Anamorphic Lens for Black-and-White

From THE DAILY Bureau

LONDON, April 18.—Coincidental with the New York announcement that 20th-Fox will withhold the CinemaScope license from films made in black-and-white, it became known here that an anamorphic lens developed in France by Cine Panoramique has been put into use by Arthur Dent on a production in Beaconsfield Studio for his Adelphi concern. The picture is being made in black-and-white.

The lens produces a picture in the ratio of 2.55 to 1 and it is claimed that the result on the screen is indistinguishable from CinemaScope. It is understood that experiments with the lens are being carried out by the Rank Organisation technicians at Pinewood Studio.

Stalemate Continues

SeeArbitration Challenged by LichtmanMove

Reade Critical; Others Claim a 'Force-Out'

By MURRAY HOROWITZ

The rejection of the proposal for an immediate convening of an industry round-table conference was scored here yesterday by Walter Reade, Jr., chairman of the board of directors of Theatre Owners of America.

Reade, referring to the action of Al Lichtman, 20th Century-Fox distribution director, said he was "dismayed" by Lichtman's position.

"Lichtman, having advocated the round-table conference now sees fit to bargain," Reade charged. He (Lichtman) now makes the conference conditional upon an arbitration system "satisfactory to distribution," the TOA official added.

Reade, repeating the contention made in TOA president E. D. Martin's change-of-policy statement, cited what he called "the deep need" for a round-table conference inasmuch as

(*Continued on page 3*)

Settle Problems Within Industry, Goldenson Urges

The settlement of all "outstanding problems" within the framework of the industry was advocated here yesterday by Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres.

Goldenson, expressing his "own feeling," said he felt as strongly as ever in opposition to any move seeking redress of exhibitor grievances by going to the Government, a step proposed by Allied States Association.

Goldenson made the declaration

(*Continued on page 6*)

WGA Elects Herbert National Chairman

From THE DAILY Bureau

HOLLYWOOD, April 18.—In a three-day weekend meeting held here, F. Hugh Herbert was elected national chairman of the Writers Guild of America. The first to hold the office, his term is for two years.

Among the decisions reached by

(*Continued on page 3*)

Personal Mention

MURRAY SILVERSTONE, president of 20th Century-Fox International Corp., has returned to New York from Central and South America.

•

L. D. NETTER, JR., Altec Service Corp. sales manager, will leave New York this week for the Far West to confer with Seattle, Portland, San Francisco and Los Angeles division and branch managers.

•

MARCEL HELLMAN, British motion picture producer, and C. B. NEWBERY, executive vice-president of Dudley Pictures Corp., will leave here tomorrow for London via BOAC Monarch.

•

ROBERT WRONKER, feature writer in 20th Century-Fox's publicity department, will return to New York today from a two-week trip to Havana.

•

ROBERT FABER, head of Universal-International's trailer department, has left New York for St. Thomas, Virgin Islands.

•

JACK BUCHANAN, British actor, will arrive here today from England aboard the Cunard liner "Queen Elizabeth."

•

GEORGE NICHOLS of M-G-M's studio publicity department will arrive here today from California.

•

EDWARD SULLIVAN, 20th Century-Fox publicity manager, has left New York for a Cuban vacation.

•

LELAND HAYWARD, producer, left Hollywood by plane yesterday for New York.

•

WALTER REILLY of M-G-M studios left here yesterday for Culver City, Cal.

•

GENE NELSON, actor, arrived here last night from Hollywood.

DAR to Cite 'Line' And 'Gretel' in D.C.

WASHINGTON, April 18.—"The Long Gray Line" and "Hansel and Gretel" will be honored Wednesday by the Daughters of the American Revolution.

The films will be given awards during the 64th annual DAR Congress here. The DAR's patriotic film award will go to "The Long Gray Line" and will be accepted by director John Ford. "Hansel and Gretel" will be cited as the outstanding children's film of the year, with producer Michael Myerberg on hand to get the award.

Todd Signs Cantinflas

Cantinflas, the Mexican star, has been signed by Mike Todd for one of the top starring roles in his screen version of Jules Verne's "Around the World in Eighty Days," to be filmed by the Michael Todd Co. in the Todd-AO process.

300 Expected Today At Lodge Luncheon

A capacity turnout of more than 300 industry leaders, B'nai B'rith officials and members of Cinema Lodge are expected at the Hotel Sheraton-Astor today for the Cinema Lodge "presidents' luncheon" at which Max E. Youngstein, vice-president of United Artists, will be installed as president and Burton E. Robbins, National Screen Service vice-president, will be honored as the retiring president.

Attorney Principal Speaker

William I. Siegel, assistant District Attorney of Kings County and past president of the Metropolitan Council of B'nai B'rith, will be the principal speaker and the installing officer. Besides Youngstein, the new slate of officers for 1955-56 to be installed consists of vice-presidents Marvin Kirsch, Milton Livingston, Sol Rissner, Norman Robbins, Cy Seymour, Robert E. Shapiro, Jack Weissman, Al Wilde and Lou Wolff; treasurer, Jack Hoffberg; secretary, David Kelton and chaplain Burton Robbins. Also trustees Max Blackman, Julius Collins, Harold Danson, Leo Jaffe, Moses L. Kove, Joseph Maharam, Louis A. Novins and Arthur H. Schwartz.

The invocation will be delivered by Rabbi Bernard Birstein, of the Actors Temple.

Robert S. Benjamin, chairman of the board of United Artists, is chairman of this year's luncheon, and Martin Levine, Brandt Theatres executive, is ticket and arrangements chairman.

Nineteen on the Dais

Among the industry and B'nai B'rith officials scheduled to be on the dais are Barney Balaban, Harry Brandt, George Dembow, Russell Downing, Emanuel Frisch, William German, Leonard Goldenson, Lester Gutterman, William Heineman, Hal Horne, Eugene Picker, Sam Rinzler, Sam Rosen, A. W. Schwalberg, Fred Schwartz, Sol A. Schwartz, Solomon Strausberg and Robert M. Weitman.

John Brown, Para. Boston Mgr., Dies

BOSTON, April 18.—Funeral services for John W. Brown, 47, branch manager of Paramount here, will be held tomorrow at 11 a.m. at the Chapel at Puritan Lawn Memorial Park, West Peabody, Mass. He died suddenly Saturday of a heart attack at his Reading home, leaving his widow and two children.

Brown had been with Paramount for 26 years. He was promoted to branch manager in August, 1953, after serving as Boston sales manager for five years. Previously he was for many years a salesman for the company in the Boston territory.

Paul Jacobs, 36

HOLLYWOOD, April 18—High Requiem Mass will be held tomorrow at the Church of Good Shepherd, Beverly Hills, for Paul G. Jacobs, 36, associate producer of "Make Room for Daddy" series and a brother of Danny Thomas. Jacobs died in an automobile accident Saturday morning. Eight brothers and one sister survive.

See Trust Damages Hearing in Late May

From THE DAILY Bureau

WASHINGTON, April 18.—The House Judiciary Committee is not likely to hold any hearings on discretionary damages legislation until the end of May or later.

Committee officials said that the full committee or a subcommittee was planning to hold hearings the second week in May on the report of the Attorney General's anti-trust committee, and that no hearings would be held on discretionary damages until after these hearings are concluded.

The Attorney General's Committee recommended that Federal judges be given discretion to award less than treble damages in private anti-trust cases. This is a change which has long been sought by the distributors. Rep. Walter (D., Pa.) has introduced legislation which aims to give judges such power.

UJA Luncheon Set For May 24 Here

The motion picture and amusement division of the United Jewish Appeal of Greater New York has set the industry's annual UJA luncheon for Tuesday, May 24, at the Hotel Pierre. The announcement was made by Adolph Schimel, vice-president and general counsel of Universal Pictures, chairman of the division.

The financial objective of the division campaign is to help raise the New York area's share of the national UJA goal of just under $100,000,000 to sustain the work of the United Israel Appeal, the Joint Distribution Committee (including ORT), and the New York Association for New Americans, as well as the local proportion of $2,289,968 required this year by the National Jewish Welfare Board and $1,624,350 by the American Jewish Congress.

'Dimes' to Sponsor 'Daddy' Bow at Roxy

The proceeds from the premiere of 20th Century-Fox's CinemaScope musical, "Daddy Long Legs," which will be held at the Roxy Theatre here on May 5, will be assigned to the March of Dimes, the film company announced yesterday.

The initial performance will be in the nature of a victory celebration as well as serve as a reminder that the March of Dimes, which will sponsor the bow of "Daddy Long Legs," continues to need funds for the perfection of the Salk vaccine in fighting polio.

8 RKO Theatres To Show Title Bout

The Rocky Marciano-Don Cockell heavy-weight championship fight scheduled to take place in San Francisco on May 16, will be seen via Theatre Network Television in eight RKO theatres. These are the Albee, Cincinnati; Palace, Cleveland; Keith's, Dayton, Missouri, Kansas City; Keith's, Syracuse; Palace, Rochester; Keith's, White Plains, and Fordham in the Bronx.

News Roundup

Hit Mexican Quality

. . . That of the 37 pictures exhibited in Mexico City last month only 10 were Mexican, stresses the despair of the Academy of Cinematographic Arts and Sciences that it can't find any Mexican picture of 1954 worthy of its annual "Oscar." The Academy branded as very poor last year's Mexican pictures. The U.S. again led in March exhibition in Mexico, contributing 20 pictures. Europe—France, three, Italy, two—did better than the rest of the Americas—the Argentine and Guatemala one apiece—in screenings there last month.

■

New FPC Theatre

Famous Players Canadian Corp., Ltd., is building a new theatre at Murdochville, Que., and drive-in theatres are being completed at Port Alberni, B.C., Dartmouth and Amherst, N.S.

■

Wins Scholarship

Columbia Pictures has announced that Patricia Jane Eagar, a 20-year-old actress from Detroit, has been declared the winner of the national "The Caine Mutiny" acting contest. As her prizes, Miss Eagar will receive a scholarship to the American Academy of Dramatic Arts and will be given a role on a forthcoming U.S. Steel Hour television dramatic presentation.

■

Rejects Drive-in Permit

The Stratford (Conn.) Planning and Zoning Board has denied a petition by James B. Sniffen for a waiver of use regulations in a Residence B Zone for a drive-in theatre on South Main St., Stratford. Sniffen's petition for the theatre was given a public hearing in February, and had been under study by the board since.

■

Reopen Utica House

Closed for three years, the Lincoln Theatre, Utica, N. Y., has been reopened. Harry Savett, who buys and books the Port in Port Leyden, is the new operator. The Lincoln is a subsequent run house.

■

Improve Col. Exchange

Columbia is improving and modernizing its exchange in Albany, installing a new ceiling, new booking compartments and other innovations.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE GLASS SLIPPER"
in radiant COLOR starring
Leslie CARON • Michael WILDING
An M-G-M Picture
and THE MUSIC HALL'S GREAT
EASTER STAGE SHOW

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Fox-CBS Deal Is for One Year

In connection with the original announcement of the 20th Century-Fox-CBS television deal in which the film company would produce a series of motion pictures based on "My Friend Flicka" for CBS, it was erroneously reported by the company that there was a five-year deal between the two organizations. The deal is for one year with options for a further four years held by CBS, the company announced.

People

Eric Johnston, while in Spokane for a few days, was named chairman of the board of Washington Brick & Lime Co., which he assisted in refinancing in the early days.

¤

Mrs. Dore Schary (Miriam Svet) will exhibit 26 new paintings at the Associated American Artists Galleries here starting on April 26.

¤

B. P. Bradfield and **Dwight Yellen** have been appointed assistants to **James T. Quirk,** publisher of "TV Guide."

¤

Dolin Southard has purchased the Nubieber Theatre, Nubieber, Calif., from **Mrs. E. Sherrill.**

¤

Jim Holland plans to open his new theatre in Bishop, Calif., late next month.

¤

Pete Barnes has announced the construction of the "Pow-Wow" Drive-in at Oroville, Wash. It will be constructed at a cost of $150,000, and accommodate 500 cars, with ample provision for additional cars in the future. It will be equipped for CinemaScope.

¤

Paul Creal has been named house manager of the Art Theatre, Hartford.

¤

Ted R. Gamble, theatre and radio executive, has been named a vice president of the new File-A-Way Corp. of Portland, Ore., a semi-automatic push-button parking development.

Audio-Visual, Others Sued by P.P.I., Bass

HOLLYWOOD, April 18. — Preferred Pictures, Inc., and J. Ernest Bass, president, have filed a $250,000 joint-action damage suit in Superior Court here against National Audio-Visual Association, Inc., Family Films, Inc., Sam Hersh, Herman F. Levy and Don White, charging defendants conspired to restrain the showing of the religious film, "Pilgrimage Play."

The Hollywood Bowl Association reportedly holds a third interest in the net profits of the film.

See Arbitration Challenged

(*Continued from page* 1)

there is no telling when and if the arbitration question would ever be settled.

Meanwhile, it was felt in some TOA quarters that Lichtman's statement, issued from Hollywood the past weekend, virtually "challenges" exhibition to break off negotiations on arbitration. "It practically forces us out," was the way one TOA leader put it. However, TOA as a body issued no formal statement yesterday either on whether it will continue arbitration talks or on the organization's reaction to Lichtman's statement. Efforts to reach TOA president Martin were unavailing for he was enroute yesterday from his headquarters in Columbus, Ga., to Peoria, Ill., where he will address a meeting of the TOA unit there today.

May Join Hands

An Allied official, commenting on Lichtman's statement, said, "don't be surprised if TOA now joins us in the proposed move to seek Government redress." He saw no amicable solution to the present stalemate other than "seeking different forums" for exhibitor grievances now that the round-table has been ruled out.

A distribution official, queried as to whether Lichtman in his statement spoke for distribution, replied that he reflected distribution sentiment, although Lichtman spoke as an individual. To the best of his knowledge, the sales executive continued, the policy of giving top priority to arbitration is still held by distribution as a whole. He said he had heard of no change in that policy since TOA apparently lined itself up with Allied in seeking an immediate industry conference, unconditioned upon the outcome of arbitration talks.

As of yesterday, there was no arbitration meet or sales managers committee meeting scheduled, a condition indicative of the present stalemate.

Points to Martin View

One TOA official, declining the use of his name when asked if TOA would join Allied in seeking Government redress, referred to the phrase in Martin's statement saying that unless conditions in the industry are corrected exhibitors will be forced into "desperate acts."

The same TOA official scored distribution for "not even" offering to meet with exhibition separately as individual companies. If they find it difficult to meet in a round-table conference, he challenged, why haven't any of the companies suggested "individual" meetings with exhibitor organizations?

Ohio Senate

(*Continued from page* 1)

been amended from session to session.

Further hearings on the bill are scheduled but it is expected to be approved by the legislature. The bill would enact permanently into law the temporary relief granted every two years on the restrictions on minors and females.

Ohio House Bill No. 270 which would have permitted private insurance companies to write workmen's compensation insurance was indefinitely postponed by a house committee. Robert Wile, secretary of the Indepenedent Theatre Owners of Ohio, spoke before the committee in opposition to the bill.

Herbert Elected

(*Continued from page* 1)

the Eastern and Western delegates to the meetings were:

¶ That East and West writers formulate a plan to "eliminate malpractices in the agency field."

¶ That procedures governing market lists, credit listings, unfair lists, be put on a national basis immediately.

¶ That closer liaison with Washington on copyright matters be instituted.

Castle-USIA

(*Continued from page* 1)

said Castle, "is boasting about the great success it is having in exhibiting 'This Is Cinerama' abroad, particularly in the Near East."

The USIA memorandum, which was not widely distributed, is reported to have said that many misconceptions regarding America and Americans were contained in modern Hollywood films and that USIA is constantly faced with the duty of correcting these views.

7 More Houses

(*Continued from page* 1)

for the world premiere engagement of "Strategic Air Command," which will start tomorrow night.

These additional theatres also will show "Strategic Air Command," starring James Stewart and June Allyson. The New York Paramount boasts the "world's largest theatre screen" which was installed by Stewart-Trans Lux.

Next theatre after the Paramount to present the projection system will be the Stanley-Warner in Beverly Hills, when it opens "SAC" on April 28.

The others will be the Stanley, Philadelphia, May 5; the Saenger, New Orleans, May 6; the Capitol, Washington, May 12; the State-Lake, Chicago, May 12; the Imperial, Toronto, May 12; and the Penn, Pittsburgh, May 19.

AFL Chief

(*Continued from page* 1)

75 cents an hour minimum be increased to $1.25, and that the law be changed to require at the end of two years, time-and-a-half for work beyond 35 hours a week, instead of the present 40 hours. The Administration is proposing a 90 cents minimum and no change in the present 40-hour week.

UA to Release Nine In May and June

United Artists will release nine feature motion pictures during the months of May and June, it was announced by William J. Heineman, vice-president in charge of distribution.

The nine films are: "The Tiger and the Flame," "Kiss Me Deadly," Robbers' Roost," "Top of the World," "The Big Bluff," "The Sea Shall Not Have Them," "Albert, R.N.," "Summertime" and "Othello."

Rhoden Is Honorary TOA Meet Chairman

The appointment of Elmer Rhoden, president of National Theatres, as honorary chairman of the 1955 convention of Theatre Owners of America, has been announced by E. D. Martin, TOA president. The convention is slated for the Biltmore Hotel in Los Angeles Oct. 6-9.

NBC Offers Free Time for Toll TV Pros and Cons

The National Broadcasting Co., as well as CBS, has announced that it offered the Zenith Radio Corp. 15 minutes of free time on the five television stations which NBC owns for a presentation of Zenith's views in support of subscription television. The offer was made through Batten, Barton, Durstine & Osborn, advertising agency for Zenith.

The network also announced that, if the offer of free time is accepted by Zenith, NBC will make equal time available on the same stations to a representative organization opposed to subscription television.

Followed BBD&O Request

The NBC offer followed a request by BBD&O, representing Zenith, to purchase one-minute commercial spot announcements on the five NBC stations to promote subscription television. In making its offer of 15 minutes' free time, NBC pointed out that in view of the complexity of the issues involved in the controversy on subscription television, which is now being considered by the Federal Communications Commission, it did not feel that one minute announcements could deal adequately with the subject matter. NBC said it felt, therefore, that the public interest would be better served through its offer of time which would permit both sides a fair opportunity to present the issues to the people.

Bogeaus to Make 4 in Superscope

HOLLYWOOD, April 18. — Benedict Bogeaus Productions, Inc., yesterday completed re-negotiation of its contract with Superscope, Inc., for four-Bogeaus productions to be filmed in the Superscope process instead of the two films called for in the original contract. The four films are for distribution by RKO and will be in color.

Two of the productions, "Escape to Burma," starring Barbara Stanwyck, Robert Ryan and David Farrar, and "Pearl of the South Pacific," starring Virginia Mayo, Dennis Morgan and Lance Fuller, are completed. The two forthcoming productions are "Love's Lovely Counterfeit," starring Barbara Stanwyck and "Tennessee's Partner."

Boy and Bulls to Tour

King Brothers are planning to send Michel Ray, the 10-year-old star of their production, "The Boy and the Bull," on a tour of the United States accompanied by the two bulls who play key roles in the production. RKO will distribute the CinemaScope-Technicolor production.



*Full of pep and jazz—modern rhythm that will have the youngsters dancing in the aisles!



It's got the beat... the rh

All the Joy of Love is in it!...

It's the whole world dancing to the music in your heart!

Fred Astaire Leslie Caron

Starring in
20th CENTURY-FOX'S

Daddy Long Legs

America's best-loved story becomes its most enchanting musical in

CINEMASCOPE





Color by
DE LUXE

PRODUCED BY Samuel G. Engel · DIRECTED BY Jean Negulesco · SCREEN PLAY BY Phoebe and Henry Ephron
FROM THE NOVEL BY JEAN WEBSTER · BALLETS BY ROLAND PETIT

...um of a 20th musical smash!

Conciliation

(*Continued from page* 1)

follows: If an exhibitor believed he had a grievance, he would submit the problem in writing to the president of the Illinois unit who, in turn, would appoint a committee of exhibitors, none of whom would be associated with the complainant in any business affiliation. After a preliminary investigation to see if the complaint appeared to be warranted, the committee then would attempt to resolve the problem between exhibitor and distributor by conciliation.

"Exhibitors around the country are endorsing TOA's stand in trade practices," Gaughan stated. They are also expressing much interest in subscription television by heavily contributing to the Committee Against Pay-As-You-See TV, exhibition's group opposing toll-TV, the TOA field man declared.

Gaughan is here to report to top TOA leaders on his talks with theatremen.

Goldenson Advises

(*Continued from page* 1)

when queried on his sentiments regarding the statement issued by Al Lichtman, 20th Century-Fox distribution director, in which Lichtman rejected an immediate convening of a round-table industry conference and put top priority on working out an arbitration system.

The ABPT president, who also is a leader in Theatre Owners of America, said he was for everything and anything which will solve outstanding problems as soon as possible, including the proposed round-table conference. Asked what TOA's next move will be in light of Lichtman's statement, Goldenson explained that such a question is an organizational one and, as he put it, "I am not on the firing line" of TOA.

'U' Planning

(*Continued from page* 1)

Creature," in its early engagements has convinced Universal that 3-D still has considerable public interest if subject matter is properly considered and a limited diet of 3-D fare is provided, Daff stated.

From the start, exhibitors were given their choice as to whether they wanted to play the 3-D or standard version of "Revenge of the Creature," Daff said. The fact that the majority of playdates so far have been in 3-D again proves that there is a market for all types of presentation, he said.

'Marty' Sets Record

United Artists' "Marty," attained the biggest opening-week gross in the 21-year history of the New York's Sutton Theatre, it was announced by Clem Perry, general manager of Rugoff & Becker. The figure was $20,500.

FOR THE SPEED YOU NEED ORDER YOUR SPECIAL TRAILERS from FILMACK FOR PERFECT... PRODUCTION
1327 S. WABASH CHICAGO 5, ILL.
We Can Please You. Send Us Your Next Order.
630 NINTH AVE NEW YORK, N. Y.

Television--Radio

with Pinky Herman

FROM all indications, reports, set for release tomorrow, will reveal that the "Disneyland" repeats ABChanneled in the past few weeks, rated higher than the original telecast in every case. . . . Robert F. Blake, for the past two years director of publicity for NBC Owned and Operated Stations, returns May 31 to CBS (he had been Dir. of Publicity for Radio) where he'll fill the new post of Manager of Special Projects for TV Press. . . . With 10 top-name feature films already seen TVia national syndication, Atlantic Television Corp. will soon release another batch, including the Barton MacLane thriller, "Captain Scarface." . . . Arthur Godfrey is proving to be the best talent CBScout Ed Sullivan has. . . . The Anheuser-Busch-D'Arcy Agency-Screen Gems-CBShindig last Friday at Toots Shor's to introduce the new "Damon Runyon TV Theatre," was the most. About 500 guests (many of whom crashed in the best "Guys & Dolls" tradition) enjoyed the food, flavor, frolic and festivities emceed by Phil Regan AND the light fantastic footwork on the part of Toots.

☆ ☆ ☆

When Julius LaRosa was a sailor in the U. S. Navy, his mates called him the 'Perry Como' of the Fleet. Even while he himself became a headline attraction, his adulation of Como's artistry grew and recently when Perry spent a two-week vacation in California, LaRosa's joy was unconfined when he was asked to be Chesterfield's CBSub. With the shifting of Como to NBC, the naming of Julius to take over the vacated slot is a natural. . . . A new one-hour TVariety Show "Mister E," packaged by Cambridge Productions and produced by Ted Edwards, stars the 'mystery baritone,' blonde vocallovely Margo Hayes and weekly guest stars, in a sparkling musical revue designed for the stay-up-lates. . . . Dr. Frances Horwich, currently NBConducting her wonderful "Ding Dong School" from New York (back to Chicago next week) has been named Supervisor for Children's Programs for the NBC Net. . . . Genial Steve Libby, just back from a cross-country jaunt for the Fred Waring concert tour, ran into two buddies with whom he WISpent much time in radio endeavors back at Columbia, S. Carolina, Ron Carey, who is one of the top deejay-announcers at KVODenver and Don Norman, announcer and news WMCaster in Memphis.



Julius LaRosa

☆ ☆ ☆

L & M Cigs picks up the tab for a new TV series, "Mr. Citizen," which starts tomorrow night directly following "Disneyland" on ABC with Allyn Edwards, Host and John Gart's Ork. Distinguished Guests from all walks of life will make the weekly "First Citizen Awards" to individuals selected for their outstanding deeds, accomplishments or contributions to the American way of life. . . . Only six months on NBC-TV and the Stark-Layton package, "Modern Romances," seen daily from 4:45-5:00 p.m. and narrated by Martha Scott, has zoomed to become the highest rated drama show in daytime TV. . . . Featuring Rusty Draper and his Western Ramblers and emceed by Shorty Warren, a new half hour TVariety series will bow in Saturday on WATV. . . . The forthcoming Warner Bros.-ABC-TV and 20th Century-Fox-CBS-TV programs, will feature lovely Kathi Norris' G. E. Commershills. . . . Lois Hunt, featured CBSinger on the Robert Q. Lewis radio program expects a visit from the Stork in July. . . . Several columns ago we printed a rave about Jean Sheppard's deejay WORk Saturdays. Lad is now heard every evening from 11:15-11:30 and don't be a mite surprised if he goes full network soon. Larry Dorn, producer of the program, likewise rates a plaudit or two for his platter savvy which he and Jean translate into easy listening.



John Gart

☆ ☆ ☆

The amazing Liberace, seeking new (musical) fields to conquer TVia his Guild Films teleseries, is currently seen in Puerto Rico, Hawaii, Canada, Cuba, Venezuela and Alaska in addition to his more than 200 markets in the U.S. . . . Currently starring as Captain Queeg in the Hollywood production of "The Caine Mutiny," Lloyd Nolan will re-enact a scene from the stage hit when he guests on Bob Hope's NBC-TV'er next Tuesday.

SMPTE

(*Continued from page* 1)

lished VistaVision with double-frame-horizontal projection, the Todd-AO process employing 65 or 70-mm films which has been announced, and other talked about processes employing wide-film, Dr. Frayne declared that introduction of the new techniques has been made possible largely by the adoption of additional and parallel standards rather than by the junking of old and tried ones.

"Keeping within the framework of our basic 35-mm standards," he stated, "we have seen the successful application of multi-track magnetic sound combined with anamorphic photography, and the extension of stereophonic sound into the theatre has been accomplished by additions to, rather than replacement of, existing sound systems."

Sees 'Multiple Modes' Continued

Frayne went on to state that as the technical ferment continues and with possible accelerated pace as competitive wide-screen processes reach out for public acceptance, there undoubtedly will be a continuation for some time of multiple modes of presentation in the theatre, with different standards applying to the 400-seat neighborhood theatre, Radio City Music Hall and the huge drive-ins.

"It doesn't appear to be our duty as engineers to pre-determine, and thus limit in some arbitrary fashion a certain one or two methods of production and exhibition which the studios and theatres will employ," Frayne emphasied.

He urged the engineers, as well as the professional critics, to be patient and to allow the creative artists sufficient time to feel their way with each new medium. He said an attempt should not be made to anticipate too precisely the ultimate verdict of the public which in the last analysis is the final arbiter.

Charles Percy Heard

Charles H. Percy, president, Bell & Howell Co., who was another speaker at the opening luncheon of the society, slanted his talk toward favoring the more liberal foreign trade program proposed by President Eisenhower, stating that "it is gradual, moderate and in the national interest."

In his speech, titled "The Foreign Trade Program and the Engineer," Percy declared that the motion picture industry has a direct stake in the passage of the bill now before Congress since it will tend to stimulate importing and exporting, and in the long run this should permit freer convertibility of currency, which will benefit film companies with blocked funds tied up in foreign country productions.

Percy told the 800 engineers who convened at the luncheon that increased trade will mean increased foreign competition in this country. He expressed the belief that the ingenuity and resourcefulness of the American technical people will produce ways and means to overcome the advantage of the relatively low hourly wage rates paid to foreign labor.

His Stand Is Well Known

Percy, known for his positive stand favoring the president's proposal, stated it is in the best interest of the consumer, it will give lower prices, lower unit cost of production, freer economy, weaken our enemies and strengthen our allies.

DISCOVER A NEW HIGH IN AIR TRAVEL . . .



TWA's great new SUPER-G CONSTELLATIONS

NON-STOP TO LOS ANGELES

NEWEST, QUIETEST, MOST LUXURIOUS AIRLINERS IN THE SKIES TODAY!



Meet fellow passengers in the "Starlight Lounge." Relax in deep-cushioned sofas and order a drink. Choose champagne, bourbon, scotch, cocktails — with TWA's compliments, naturally.

> *Created by Lockheed especially for TWA!*
> *Powered by Curtiss-Wright's newest Turbo-compound engines!*
> *Interior by Henry Dreyfuss, world-famous designer!*

First to fly NON-STOP coast to coast, TWA now sets new standards of speed and luxury in transcontinental air travel with the great, incomparable Super-G Constellation.

Never before have so many new features been introduced in one giant airliner. Not just one, but four cabins . . . three beautifully appointed lavatories, rich wood-paneled interiors, adjustable reading lights, handy baggage racks, the widest and roomiest lounge chairs in transcontinental service, glare-free picture windows — much, much more.

Plan to enjoy it all *at no extra fare* on your next trip between New York and California. Make your reservations today.

DEPARTS DAILY AT 1 P. M.
from New York International Airport
Other convenient non-stop and one-stop Super Constellation flights daily to Los Angeles and San Francisco

FOR IMMEDIATE RESERVATIONS
SEE YOUR TRAVEL AGENT OR CALL TWA:
LExington 2-7100
Or visit one of TWA's conveniently located ticket offices:
East Side Airlines Terminal Building, 1st Ave. and 38th St.
80 East 42nd St. • Sheraton-Astor Hotel Lobby
380 Madison Ave., 15th Floor
624 and 630 Fifth Ave. • Hotel Statler • 67 Broad St. • 120 Broadway
Brooklyn: 200 Livingston St.
Newark, New Jersey: 15 Commerce St., MItchell 3-7650
White Plains—35 Mamaroneck Ave.—WHite Plains 8-7282

Fly the finest... **FLY TWA**
TRANS WORLD AIRLINES
U S A • EUROPE • AFRICA • ASIA



Sleep away the miles in a berth that's even roomier than rail berths! In the morning, awaken to breakfast in bed. It's the only air sleeper service between New York and California.



Finest food in flight! Mealtime means a de luxe dinner. And any time, enjoy your favorite drink, delicious snacks or tempting canapés from TWA's galley — all at no extra cost.

A PARAMOUNT EVENT BECOMES A TV FIRST!



FROM COAST TO COAST OVER CBS-TV
8-9 P. M., E. S. T., Wednesday, April 20

"ARTHUR GODFREY AND HIS FRIENDS"



and **JAMES STEWART**

bring to millions an on-the-spot
coverage of the
World Premiere of Paramount's

"STRATEGIC AIR COMMAND"

Color by TECHNICOLOR

inaugurating the first spectacular new presentation of



on the world's largest theatre screen at the

New York **PARAMOUNT** *Theatre*

NEVER BEFORE SUCH TV COVERAGE FOR A MOTION PICTURE!

The Godfrey show reaches into America's 139 major markets. Be one of the millions who'll be looking and listening as "Arthur Godfrey and His Friends" begins at the CBS Studio and climaxes its exciting entertainment in the lobby of the New York Paramount with James Stewart, star of "Strategic Air Command."

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 77 NEW YORK, U.S.A., WEDNESDAY, APRIL 20, 1955 TEN CENTS

TOA and Allied Leaders Hold Joint Session in Chi. Today

Almost Doubled

Quarterly Net Of AB-PT Up To $1,917,000

Earnings Equal to 45c Per Share; 23c in '54

American Broadcasting-Paramount Theatres' estimated net operating profit for the 1955 first quarter was almost double the earnings for the same quarter last year — $1,917,000 or 45 cents per common share as compared with $1,039,000 or 23 cents per share in 1954. President Leonard Goldenson said the increase in earnings reflected substantial improvement for both theatre operations and the American Broadcasting Co. division.



L. H. Goldenson

With capital gains of $33,000 as

(*Continued on page 4*)

Levy Says Talks On Arbitration Will Be Continued

Theatre Owners of America will continue negotiations on arbitration, Herman Levy, TOA general counsel, stated here yesterday.

Levy, in making the statement, denied reports that TOA might pull out of arbitration talks as a consequence of the position enunciated by Al Lichtman, 20th Century-Fox distribution director, rejecting the immediate convening of a round-table industry conference.

Levy's reply to the question re-

(*Continued on page 5*)

New Camera System For TV-Film-Kine

From THE DAILY Bureau

HOLLYWOOD, April 19.—"Camera Vision," triple-purpose mechanism and process employing electronic and photographic cameras side-by-side to yield a motion picture, live telecast, and kinescope simultaneously, was demonstrated by its owners, Philip

(*Continued on page 5*)

20th Foreign Gross Up 27%

By LESTER DINOFF

Twentieth Century-Fox's over-all foreign earnings during the first quarter of this year are 27 per cent ahead of the comparable period in 1954, according to Murray Silverstone, president of 20th Century-Fox International Corp., who disclosed here yesterday that his company's business during the first 15 weeks of 1955 in the Latin American market had "increased some 46 per cent over 1954."



M. Silverstone

Silverstone, who returned over this past weekend from a two-month tour of Central and South America, in a trade press conference at the 20th-Fox home office here, reported that "Cinema-

(*Continued on page 4*)

Allied's EDC and the Fate of Round-Table Are Seen as Highlights of the Agenda

The long-planned joint meeting of leaders of Theatre Owners of America and Allied States Association for the purpose of discussing mutual problems and current trade practices is scheduled for today in Chicago at the Hotel Morrison. Such a joint session has been under consideration since the Allied board of directors meeting in St. Louis in February.

Today's Chicago meet will be attended, for TOA, by E. D. Martin, president; Alfred Starr, Walter Reade and possibly Herman Levy, general counsel. The Allied delegation is not known officially, but it is understood to include Ruben Shor, president, Jack Kirsch, Benjamin Berger, Ben Marcus and possibly Trueman Rembusch.

It is expected that the delay in calling the so-called industry round-table and the operational format of Allied's Emergency Defense Committee will

(*Continued on page 5*)

United Action By Exhibitors Seen by Myers

From THE DAILY Bureau

WASHINGTON, April 19. — Abram F. Myers, general counsel of Allied States Association, predicted that exhibitor associations would remain united in their opposition to the "high-handed policies" of film distributors.

This was his comment on the statement last Friday by Al Lichtman, 20th Century-Fox distribution chief, that film rental and sales policies would not be discussed at any industry roundtable meeting, and that the roundtable would have to take second place to an arbitration meeting.

Myers said Lichtman had for some

(*Continued on page 5*)

U.A. Launching Global Sales Meet In London May 3

United Artists' first world-wide series of foreign sales meetings will be launched in London on May 3 in a seven-day session bringing together more than 150 UA executives and representatives from 20 countries in Europe, the Near East and South Africa, it was announced yesterday by Arnold M. Picker, vice-president in charge of foreign distribution.



Arnold Picker

The London meetings, which will be conducted by Picker, will be

(*Continued on page 4*)

In Sales Realignment

O'Shea Heads Eastern U.S., Owen in West for Para.

Realignment of Paramount's domestic sales organization among the top echelon was announced here yesterday by George Weltner, in charge of the company's world-wide sales operations.

Under the new sales structure E. K. (Ted) O'Shea will be in charge of the Eastern United States with Hugh Owen in charge of the Western United States. Weltner stated that Owen had been elected a vice-president of the Paramount Film Distributing Corp. O'Shea has been a vice-president since Jan. 1, 1950.

Sidney G. Deneau becomes assistant to O'Shea and E. A. Fitter, Jr., has been named to assist Owen.

Robert J. Rubin has been assigned



E. K. O'Shea



Hugh Owen

a top administrative post in the domestic distribution organization, and was elected a vice-president of Paramount Film Distributing Corp.

Top Officials to View 'Air' Premiere Tonite

Radio and television star Arthur Godfrey will present the world premiere of Paramount's VistaVision production of "Strategic Air Command," which is sponsored by the Air Force Association, tonight on a coast-to-coast CBS-TV hookup from the

(*Continued on page 4*)

Personal Mention

MORT BLUMENSTOCK, Warner Brothers vice-president in charge of advertising-publicity, has arrived in New York from the Coast.

•

JOHN P. BYRNE, M-G-M Eastern sales manager; MIKE SIMONS, director of customer relations, and EMERY AUSTIN, in charge of exploitation, returned to New York yesterday from Buffalo.

•

JESSE CHINICH, assistant domestic sales manager for Buena Vista, left New York over the weekend for Kansas City to confer with MARVIN GOLDFARB, the Rocky Mountain district supervisor.

•

WALTER LOWENDAHL, Transfilm executive vice-president and president of the Film Producers Association of New York, has returned here from Europe.

•

HERMAN WOUK, author of "The Caine Mutiny," and MRS. WOUK will sail from New York for England today aboard the "Queen Elizabeth."

•

BERNARD JACON, I.F.E. Releasing Corp., vice-president in charge of sales, will leave New York today for Cleveland.

•

NAT LEVY, RKO Radio Eastern-Southern division sales manager, left New York yesterday for Dallas and Houston.

•

WILLIAM WINTERTOWN, manager of the Capitol Theatre, Famous Players house in Saskatoon, Sask., has left there for Europe.

•

HAL R. MAKELIM will leave Hollywood by plane today for New York.

•

GEORGE MURPHY, M-G-M studio public relations head, returned to Hollywood yesterday from New York.

•

AL O'KEEFE, West Coast exhibitor, will sail from New York today aboard the "Queen Elizabeth" for Europe.

•

MARLENE SILVERSTEIN, of American Dubbing Co., will leave New York at the weekend for Englishtown, N. J.

•

DAVID WHITFIELD, British actor-singer, left New York for London last night via B.O.A.C. Monarch.

•

NOEL COWARD will leave New York for London on Thursday via BOAC Monarch.

4 in May from Columbia

"The End of the Affair," based upon Graham Greene's novel and starring Deborah Kerr, Van Johnson and John Mills; two films with crime backgrounds, "Tight Spot" and "Cell 2455, Death Row," and the outdoor drama "Seminole Uprising" comprise Columbia's feature releases for May, the company announced yesterday.

Youngstein, Other Officers, Installed At Cinema Lodge Ceremonies At Astor

Some 375 industry officials were in attendance yesterday when Max E. Youngstein, United Artists vice-president, was installed as president of Cinema Lodge, B'nai B'rith, at luncheon ceremonies at the Sheraton-Astor Hotel here, succeeding Burton Robbins, retiring president.



Max Youngstein

William I. Siegel, assistant District Attorney of Kings County and past president of the Metropolitan Council of B'nai B'rith, was the principal speaker and the installing officer. Robert S. Benjamin, chairman of the board of UA, was chairman of the president's luncheon; Martin Levine, Brandt Theatres executive, was ticket and arrangements chairman.

Other officers installed were Marvin Kirsch, Milton Livingston, Sol Rissner, Norman Robbins, Cy Seymour, Robert E. Shapiro, Jack Weissman, Al Wilde and Lou Wolff, vice-presidents; treasurer, Jack Hoffberg; secretary, David Kelton, and chaplain, Burton Robbins. Trustees installed were Max Blackman, Julius Collins, Harold Danson, Leo Jaffe, Moses L. Kove, Joseph Maharam, Louis A. Novins and Arthur H. Schwartz.

No Tax Relief for UK In Commons Budget

By PETER BURNUP

LONDON, April 19. — The so-called "day of decision," Tuesday, came and went this week without particular effect. On Tuesday, the Chancellor of the Exchequer, R. A. Butler, opened his budget to the House of Commons, revealing no new relief in entertainment tax for the film industry.

Butler's long-awaited budget message dealt only with essential financial business, including the adjustment of income tax and purchase tax before the pending general election.

'Eternal Sea' Opens In Providence Today

PROVIDENCE, R. I., April 19.—A heavy program of activities, including a Chamber of Commerce luncheon honoring Admiral John M. Hoskins, a premiere reception, a parade and theatre ceremonies, will feature the world premiere here tomorrow of Republic Pictures' "The Eternal Sea." The film, which is based on the life story of Admiral Hoskins, will open at the RKO Albee Theatre here.

Herbert J. Yates, president of Republic, will be host at a reception for the admiral and Mrs. Hoskins, in the Sheraton Biltmore Hotel, at which will be present many of the Navy's top ranking officers, headed by Fleet Admiral William Halsey.

Following the premiere of the picture at the Albee, films of the premiere ceremonies, as well as clips from the film, will be telecast over WJAR-TV.

Carlson Rites Tomorrow

HOLLYWOOD, April 19.—Funeral services will be held Thursday afternoon at Forest Lawn Church of the Recessional, for Adolphe Erich Carlson, 59, special consultant to Technicolor Corp. officers, who died Sunday. The deceased, 26 years with the company, is survived by his widow, father and two sisters.

Sponsor Committee Set for V.C. Dinner

William J. German, chief barker of the Variety Club of New York, Tent No. 35, and general dinner chairman for the second annual Heart Award dinner, has announced the following sponsoring committee for the dinner:

Charles A. Alicoate, Herbert Aller, Walter Branson, Alfred E. Daff, Steve Edwards, S. Charles Einfeld, Charles J. Feldman, Emanuel Frisch, Maurice R. Goldstein, Albert G. Gorson, Saul Jeffee, Harry M. Kalmine, Paul N. Lazarus, Jr., Jack H. Levin, Mrs. Charles E. Lewis, Al Lichtman, Sidney B. Lust, Abraham Montague, James A. Mulvey, Louis Nizer, John J. O'Connor, Eugene D. Picker, Martin Quigley, Charles M. Reagan, Samuel Rinzler, J. Robert Rubin, Alfred W. Schwalberg, Gerald Shea, Ben Shlyen, Joseph Spray, Morton Sunshine, S. J. Switow and Douglas T. Yates.

The dinner will be held in the Hotel Waldorf Astoria on May 2. Richard F. Walsh, international president of the International Alliance of Theatrical Stage Employees, has been announced as the recipient of the 1955 Heart Award of the Variety Club of New York.

Sinopoulo, Okla. Pioneer, Dies at 76

OKLAHOMA CITY, April 19.—A Greek immigrant who came to Oklahoma in 1903 and pioneered the entertainment field, Peter G. Sinopoulo, 76, was buried here yesterday.

He was director of the Midwest Enterprises Co. which leased the Midwest, Warner and Sooner theatres to the Fabian-Warner circuit. At one time, this company leased six local theatres to Warner Bros. circuit.

Since the early days, Peter and John Sinopoulo have been identified with show business here. John now is president of the Midwest Enterprises Co. This company also owns the Midwest office building. The deceased came to America in 1893. For 10 years he was in the confectionary business at St. Louis.

20th Revises Release Slate

A revised schedule of 16 "top-budgeted" productions to be released domestically between April and September of this year was announced yesterday by 20th Century-Fox. Of the total, 13 are in CinemaScope and in color and three are in standard dimension, one in color.

"Angela," a Steven Pallos production directed by and starring Dennis O'Keefe, has been switched from a March to an April release. Other April releases are "A Man Called Peter," and "Violent Saturday," both in CinemaScope and color by De Luxe.

"That Lady" in CinemaScope and print by Technicolor, starring Olivia de Havilland and Gilbert Roland, has been moved up from June to May. Switched from April to May is "The Adventures of Sadie," formerly "Our Girl Friday," a George Minter presentation in Eastman color.

'Daddy Long Legs' in May

The company's third May release is "Daddy Long Legs" in CinemaScope and color by De Luxe.

June releases are "Soldier of Fortune" in CinemaScope and color by De Luxe, starring Clark Gable and Susan Hayward, produced by Buddy Adler and directed by Edward Dmytryk; and "The Magnificent Matador" in CinemaScope and Eastman color, starring Maureen O'Hara and Anthony Quinn. The Edward L. Alperson presentation formerly was listed for May release.

July releases are "House of Bamboo" in CinemaScope and color by De Luxe and "How To Be Very, Very Popular" in CinemaScope and color by De Luxe. The comedy originally was slated for August release.

Two Others in July

Other July releases are Panoramic Productions' "A Life In The Balance," and the first CinemaScope featurette, "The Living Swamp."

August releases are "Sir Walter Raleigh" in CinemaScope and color by De Luxe, starring Bette Davis, Richard Todd, Joan Collins and Jay Robinson and "Left Hand of God" in CinemaScope and color by De Luxe, starring Humphrey Bogart and Gene Tierney.

September releases are "A Many Splendored Thing" and "The Tall Men."

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THE "BLACKBOARD" SCREAM ECHOES ACROSS THE NATION!

HOLD EXTRA TIME! IT'S A HOLD-OVER SENSATION!

5th Week — PHILADELPHIA — All-time house records broken!

6th Week — NEW YORK — Biggest in 6 years at State. Extended Run!

5th Week — SAN FRANCISCO — Subsequent week business tops "7 Brides", "Mogambo" and all M-G-M top hits!

4 BIG Weeks — CLEVELAND — "7 Brides" Biz!

3 BIG Weeks — BOSTON — Tops "Mogambo", "7 Brides"

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NEW OPENINGS ALL TERRIFIC! SPRINGFIELD, MASS., NORFOLK, READING, BUFFALO — Beats "Mogambo", "7 Brides" • NEW HAVEN, BRIDGEPORT, WILMINGTON, DEL. — Beats "7 Brides", "Executive Suite" • HARRISBURG, PROVIDENCE, HARTFORD, TOLEDO, AKRON, INDIANAPOLIS, EVANSVILLE —Beats Top M-G-M Attractions! • **2 BIG WEEKS!** TRENTON, POUGHKEEPSIE —Tops "Mogambo", "7 Brides" • **EXTRA DAYS!** PERTH AMBOY, MIDDLETOWN, N.Y., NEW BRUNSWICK, ASBURY PARK, LANCASTER. ALL outgrossed biggest M-G-M productions including "Mogambo" and "7 Brides" • PITTSFIELD, MASS.—Sensational Opening! • **AND IT'S THE SAME EVERYWHERE!**

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Directed by

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Produced by

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(Available in Perspecta Stereophonic or 1-Channel Sound)

"GLASS SLIPPER" FLASH!

3rd Week sets All-Time Music Hall record! Philadelphia sets new high!

AB-PT Net

(Continued from page 1)

against $77,000 last year, consolidated earnings were $1,950,000 or 46 cents per common share as compared with $1,110,000 or 25 cents per common share.

Goldenson said that the favorable trend in theatre business since mid-1954 had continued through the first quarter. While the number of good pictures for the second quarter appears limited, a more favorable level of business is anticipated than in the same period last year when pictures were in extremely short supply.

Credits Programming

ABC earnings are running well ahead of last year showing the benefits of improved programming, Goldenson reported. Important new shows are being set for the coming Fall season including Walt Disney's afternoon "Mickey Mouse Club" and "Warner Bros. Presents," produced by Warner Bros. Pictures. Both programs are already 75 per cent sold to important sponsors, Goldenson stated. The recent announcement of ABC's receipt of three Peabody Awards further reflects the continued progress and development of its programs and stars, he added.

Goldenson said that the purchase by Western Union of a one-third interest in Microwave Associates, Inc., should accelerate the growth and development of this electronics company. American Broadcasting - Paramount Theatres, Inc. has a one-third interest in Microwave.

Select Markley For AB-PT Board

Sidney M. Markley, vice-president of American Broadcasting-Paramount Theatres, has been nominated to serve as a director, it was announced here yesterday in an AB-PT proxy statement to stockholders.

Markley has been nominated to the 18-man board to fill the vacancy created by the death of Herbert J. Schwartz, president of City Stores Co. on April 11. All other nominees to the board are up for reelection at the annual stockholders meeting, slated to be held here at the Sheraton-Astor Hotel on May 17.

Executive Salaries Listed

The proxy also disclosed the remuneration of top AB-PT officers for the 1954 year. Leonard H. Goldenson, AB-PT president, earned $181,429, it was stated, while John Balaban, president of Balaban & Katz, an AB-PT affiliate, earned $139,400.

Other earnings listed include: A. H. Blank, president of Tri-States Theatre Corp., another affiliate, $58,-106; Walter W. Gross, vice-president of AB-PT and general counsel, $57,-143; Robert H. Hinckley, AB-PT vice-president and vice-president of the American Broadcasting division, $50,000; Robert E. Kintner, vice-president and president of the American Broadcasting division, $77,500; Robert H. O'Brien, vice-president and secretary of AB-PT, $54,643; and Robert B. Wilby, president of Wilby-Kincey Service Corp., $41,058.

Key Men Earned $888,511

All directors and officers as a group earned $888,511, it was stated.

Goldenson's salary was said to have included an expense allowance of $25,-000, while the expense allowance for Balaban, also included in his salary, was put at $10,400.

The following 18 were nominated to the board: Earl E. Anderson, Balaban, Blank, John A. Coleman, Charles T. Fisher, Jr., E. Chester Gersten, Goldenson, Gross, Hinckley, Robert L. Huffines, Jr., William T. Kilborn, Kintner, Markley, Walter P. Marshall, Edward J. Noble, O'Brien, Wilby and Owen D. Young.

Review

"Lady and the Tramp"

(Disney-Buena Vista)

THE matchless genius of Walt Disney is once again offered to the public in "Lady and the Tramp," the first CinemaScope and color by Technicolor feature length cartoon. Audiences, especially those who have seen advance showings of segments from the film on Disney's hour-long weekly television program, should be anxious to see this highly delightful picture loaded with much entertainment value. Here is enjoyment for the whole world and once the word-of-mouth gets around, the exhibitors should be standing at their theatre entrances with a broad financial grin on their faces, watching the crowds come in.

Ward Greene's story is the main thing here and this one is unquestionably made to order for Disney, who presents the love story between a beautiful, well-bred cocker spaniel, Lady, and a happy-go-lucky mongrel, Tramp, in a manner which should appeal to theatre goers from four to 90. What happens when the dogs meet, encounter a series of adventures and finally fall in love is sheer motion picture magic and entertainment of the highest order.

The color is beautiful, the settings of the early 20th Century are happily nostalgic and the voices of the various canine characters are inspiring. For the musical score, and the several potential hit tunes, for the voices of the animals, for the animation and the special effects and all the rest there is praise aplenty. Erdman Penner is listed as associate producer, Hamilton Luske, Clyde Geronimi and Wilfred Jackson are directors, Oliver Wallace was responsible for the score and Peggy Lee and Sonny Burke for the songs.

Lady is the darling of the household, a present from a young husband to his wife, but when there is talk of a baby coming, Lady finds herself no longer the center of attraction. Her friends, Jock, the Scotty, and Trusty, the elderly bloodhound, try to comfort her. Tramp enters the conversation and warns Lady of her future. Aunt Sarah comes to mind the baby while the parents vacation, bringing along her two Siamese cats, causing excitement in the household with Lady being muzzled. The spaniel's adventures really begin here as Tramp takes her to the zoo to have the muzzle bitten off by a beaver. Lady escapes from a dog pack, sees life at first hand in a dog pound, enjoys an Italian dinner with Tramp, and kills a huge rat which threatens the baby before being restored to favor in the household.

Runnng time, 75 minutes. General audience classification. Release date, not set.

'Air' Debut

(Continued from page 1)

Times Square Paramount Theatre.

An impressive list of world-famed notables and industry leaders will attend the invitational bow of the Air Force saga on the Paramount Theatre's 65-foot-wide by 34-foot-high curved screen, said to be the world's largest.

Tentative Approval Of Trade Pacts

From THE DAILY Bureau

WASHINGTON, April 19. — The Senate Finance Committee tentatively approved President Eisenhower's request for a three-year extension of the reciprocal trade agreements program, with authority to cut tariffs another 15 per cent.

The committee action came on a voice vote after the committee rejected 8 to 7 a motion to extend the program for only two years with only 10 per cent more cutting allowed. The committee could hold another vote later on the matter, and it is certain to be challenged on the Senate floor. Chairman Byrd (D., Va.) said he hoped the committee could finish its work on Friday or Monday.

UA Meeting

(Continued from page 1)

followed by international conclaves in Tokyo in July and Rio De Janeiro in September.

UA distribution chiefs from the Far East, India and Australia are slated to meet in Japan. The Rio convention will assemble key sales personnel from Latin America.

Max E. Youngstein, vice-president of United Artists, will join Picker in the British capital for the confabs mapping global distribution and promotion plans of the company for the coming year.

Charles Smadja, vice-president in charge of European production, and Louis Lober, general manager of UA's foreign department, will also participate in the week-long session setting sales goals for the greatest concentration of important product in the company's 36-year history.

Overseas Officials to Attend

Overseas regional heads attending include Mo Rothman and Walter Gray of the Continental division; Montague C. Morton, managing director in Great Britain, and Georges Rouvier, managing director in France.

In addition to executives from the London office, the delegation from Great Britain will include branch managers and salesmen from the company's exchanges in Birmingham, Leeds, Liverpool, Manchester, Newcastle, Belfast, Dublin, Glasgow and Cardiff.

Also slated to attend are UA managers, special representatives and distributors from Belgium, Denmark, Germany, Sweden, Switzerland, Italy, Spain, Austria, Finland, Holland, Norway, Portugal, Greece, Egypt, Israel, Syria, Lebanon and South Africa.

20th Gross

(Continued from page 1)

Scope and stereophonic sound are the main reasons for the huge increase in our business in Latin America, which contributes 23 per cent of the foreign gross."

The rapid growth of CinemaScope installations in Latin America will help 20th-Fox boost its 1954 Latin American earnings this year by a "wide margin," Silverstone declared. "At present there are about 1,000 theatres in Latin America equipped with CinemaScope and by the end of this year," Silverstone said, "there will be between 2,000 and 2,500 houses equipped for the medium."

Despite Currency Devalution

The foreign distribution executive, at this point, declared that 20th-Fox business during the first three weeks of the second quarter of 1955 is about $1,000,000 ahead of the corresponding period last year. He pointed out that business was excellent despite a devaluation of currency in certain Latin America countries.

The top Latin American market, according to Silverstone, is Brazil with Mexico a close second. CinemaScope and stereophonic sound are going over very big in Brazil, especially since the government allows exhibitors to boost admission prices 80 per cent on product in this medium, the 20th-Fox executive said.

Silverstone revealed that 20th-Fox had entered into a five-year agreement with the 100-house Ribeiro Circuit in northern Brazil whereby the circuit would have the first exhibition rights to company CinemaScope product.

Enthusiastic About Mexico

Mexico is a real revelation from an entertainment standpoint, Silverstone declared. Theatre construction is farther ahead in Mexico than anywhere else in the world, with the possible exception of Italy, he said. "The Mexican public is entertainment conscious and exhibitors, in their efforts to provide the best, all want stereophonic sound," he said.

"The Mexican industry has extended an invitation to Spyros P. Skouras, 20th-Fox president, to help produce top-flight CinemaScope pictures," Silverstone said, adding that Skouras, who is almost certain to accept the bid, will offer the Mexicans "guidance and help" in producing CinemaScope films.

Commenting on the Argentine situation, Silverstone said that producer Cesar Amadore will make two CinemaScope films in the near future under an agreement recently reached.

"Venezuela is a bonanza for CinemaScope product," Silverstone said. "Three first-run theatres playing day-and-date in Caracas are doing a runaway business with "Three Coins in the Fountain," he said.

Musical Very Popular

Speaking generally on production, Silverstone said that there is a conflict on whether films should be made either for the domestic or foreign market as the latter is a heavy source of earnings to 20th-Fox. "Musicals, which are big domestic grossers, are the most difficult to sell abroad as they have to be dubbed," Silverstone said. "And how could you expertly dub one of Ethel Merman's songs."

Silverstone concluded his press interview by saying that 20th-Fox would like to distribute more Italian, French and other foreign films in the Latin American market.

New Camera

(Continued from page 1)

Rivero and Arthur S. Lyons, to the lay and trade press this morning at the Republic studio. The system, six years in development, is stated to have cost $675,000, and has reached a point now where service can be offered in "about two months."

As demonstrated, with technicians who had worked on the invention throughout its development furnishing answers to technical questions, Camera Vision enables director, cinematographer, film editor and electronics expert, seated together in a mobile unit, to control both cameras, which are inter-calibrated, in such wise as will give the best motion picture, live telecast, kinescope, or all three.

Three Cameras Used

In demonstration today three cameras were trained from different angles on a set where an impromptu performance was picked up and conveyed onto three screens in the mobile unit, with the director making his choice among them for kinescoping at the same time in a different department of the unit. In practice, the photographic cameras would be picking up the action at the same time, and if desired a telecast would be going out over the air. Since the mechanism is equipped to shoot 33 minutes continuously, a half-hour telecast is well within working range.

Primarily, however, as Lyons made clear, Camera Vision offers greatest usefulness to the motion picture industry, due to its assertedly extensive saving of time and money through permitting the director to see footage as it is being shot instead of waiting overnight for the laboratory to develop the negative.

Apparatus Will Be Leased

When offered to the trade, the Camera Vision apparatus will be made available on a lease basis, as Technicolor cameras have been leased, with specially trained crews accompanying mechanisms.

In answer to an inquiry as to how Camera Vision differs from DuMont's "electronicam" demonstrated in New York last week, technicians revealed to the press that Camera Vision uses an unbroken light beam, whereas the DuMont system, they said, uses a split beam.

Telemeter Asks New Toll TV Filing Date

From THE DAILY Bureau

WASHINGTON, April 19.—International Telemeter Corp. today asked the Federal Communications Commission for a one-month postponement in the May 9 deadline for filing comment on toll television.

Telemeter, 80 per cent owned by Paramount Pictures, is one of the firms seeking FCC approval of toll television. The Telemeter request, filed by the law firm of Arnold, Fortas and Porter, said the suggestion for the one-month extension had been discussed with the Exhibitors Committee Against Toll Television, the National Association of Radio and Television Broadcasters and other groups, and that all had indicated they would not object to the extra month.

FCC chairman McConnaughey last week said he expected there would be requests for postponement of the deadline, and indicated he would be inclined to approve all such requests.

As its reason for seeking the postponement, Telemeter said that Harry Plotkin, the attorney working on Telemeter's presentation, had to have an operation for a detached retina, that he would be laid up for four to five weeks, and that other attorneys in the firm who would have to take his place working on the presentation need more time to familiarize themselves with the case.

SCTOA Pulls Out Of Arbitration

"If arbitration isn't dead, they buried it alive," Harry C. Arthur, Jr., president of Southern California Theatre Owners Association, declared here yesterday.

Arthur said that his organization no longer is interested in arbitration negotiations. Referring to recent arbitration talks, he said "they're churning up air like a windmill and nothing will come of it." SCTOA was one of the exhibitor organizations listed as participating in arbitration talks through exhibitor representatives here.

H-63 to Support Hourly Wage Boost

The Home Office Employees Union, Local H-63, IATSE, will support the recent Administration proposal to increase minimum wage rates well above the present hourly rates, it was announced here yesterday by Russell M. Moss, H-63 executive vice-president.

The proposal to boost minimum wage rates from 75 cents per hour to $1.25 per hour for wage earners is not only sound but long overdue, Moss declared.

It is a recognition by the present Administration that the present hourly minimum rate is not even an existence wage, let alone a living wage which should be paid to American workers, Moss stated.

Congress through the Walsh-Healey Act and other administrative directives, has long recognized the inadequacy of 75 cents per hour and in view of the very prosperous condition of our national economy, including all segments of the motion picture industry, it seems unbelievable that opposition is being mustered against such a necessary and humanitarian bill, the H-63 vice-president said.

Urges General Support

"The motion picture industry, long recognized as a supporter of the Administration, since it has received substantial concessions and assistance from this administration, in reduction of admission taxes as well as assistance in securing foreign exchange settlements, should, in our opinion, be a firm supporter of this proposal," Moss said. It is to be hoped that the Eisenhower proposal for a higher minimum wage will be passed during the present term of Congress and all branches of the motion picture industry should support it, he stated.

Moss also said that H-63 had contacted by telegram every member of the Congressional delegation from New York in both the Senate and House and has requested that they cooperate in securing a $1.25 per hour minimum living wage to be payable under the law to all wage earners.

TOA-Allied

(Continued from page 1)

highlight the agenda. The EDC consists of Marcus, Kirsch, Berger and Myers. Whether TOA will join up with Allied in exploiting the latter's plan to go to the government for relief remained problematical yesterday, but the issue appears certain to be discussed.

Regardless of the final results of the Chicago meeting, industry observers here yesterday expressed the belief that TOA and Allied would work closer together than ever before on industry matters.

Levy Says

(Continued from page 1)

garding the withdrawal reports appeared to be supported in a one-paragraph statement issued by E. D. Martin, TOA president, from Peoria, Ill. The statement, issued in "answer" to the position stated by Lichtman, said "Nothing in Lichtman's reply calls for any revision in the TOA statement or position."

The TOA statement, issued last week, titled "A Call to Action," declared that TOA would continue arbitration talks, although it advocated the immediate convening of an industry conference, to discuss "outrageous" trade practices and other matters

Text of Martin Statement

The full text of Martin's statement, issued by TOA headquarters here, follows: "The 'Call to Action' statement of TOA issued last week speaks for itself, and is as appropriate and sincere now as it was when it was issued. Nothing in Mr. Lichtman's reply calls for any revision in the TOA statement or position."

Lichtman in his "reply," gave top priority to arbitration and conditioned the calling of a round-table conference on the exclusion of film rentals as a topic of discussion, among other conditions.

Myers' View

(Continued from page 1)

time been a leading advocate of merging all exhibitor groups into one organization, yet "he reacts to his first taste of exhibitor unity as though it were a green persimmon."

Lichtman, however, will have to get used to unified action by the exhibitors, Myers said, "because the exhibitors are aroused as never before and are going to hang together in opposition to the high-handed policies of himself and his colleagues on the distributors' national committee."

Zenith Accepts CBS May 1 Toll-TV Show

CHICAGO, April 19.—Commander E. F. McDonald, Jr., president of Zenith Radio Corp., has informed the Columbia Broadcasting System that its invitation to debate subscription television on May 1 has been accepted and that W. Theodore Pierson, Washington counsel for Zenith, would appear on the television show.

McDonald, in his wire to CBS, made mention of the "balance and fairness" that characterized the "Omnibus" program debate on toll-TV and the CBS refusal to allow a Phonevision commercial.

National Pre-Selling

Cosmopolitan-UA Fashion Tie-Up

"COSMOPOLITAN'S" May issue has a 13-page fashion section promoting UA's "Summertime," starring Katharine Hepburn. The Lopert picture, which was photographed in Venice, Italy, is publicized on each page of the "Cosmo" fashion section. In addition, a photo of Miss Hepburn taken on location appears on each editorial page of the section. These pages are devoted to fashions inspired by the feminine cast of "Summertime."

Full page ads show "Summertime" fashions created by Ernest Donath, Sportkraft, Sporteens, and Catalina fabric companies. They will be sold at Macy's, New York; Bamberger and Co., Newark; Macy's, Kansas City, Mo.; Macy's, San Francisco; Davidson's, Atlanta; La Salle's, Toledo, Ohio; and in other department stores and shops located in cities across the nation. Theatre managers can contact department stores and shops who sell "Summertime" fashions for merchandising tie-ups of all kinds.

The LAI Airlines is offering four trips to Venice to winners of the "Summertime" contest advertised in the May issue of "Cosmopolitan."

UA has a striking full color "Summertime" ad on the inside front cover of this issue of "Cosmopolitan."

Theatre managers can obtain fashion tie-up details from David Porter, "Cosmopolitan" magazine, 57th Street and 8th Ave., New York.

•

"Woman's Home Companion's" May issue has an attractive color ad on Walt Disney's "Lady and the Tramp."

•

"Life" in its current issue has a two page spread of beautifully colored photos of the Academy Award presentation ceremonies in Hollywood. Two of these photos are of Grace Kelly, star of "The Country Girl," and Marlon Brando, star of "On The Waterfront."

•

Bob Hope, star of "The Seven Little Foys," has written a very informative article for the May issue of "Good Housekeeping."

•

"Blackboard Jungle" is reviewed in the current issue of "Look." Many highly dramatic production photos were selected to illustrate the review of this timely M-G-M picture which, "Look" reports, "does credit to its producers."

In the same issue is an eye-catching color page ad on Columbia's "Tight Spot."

•

John O'Hara, in the current issue of "Collier's," tells an interesting story of the Burmese actress, Win Min Than, starred in "The Purple Plain."

•

More than 60,644,500 newspaper readers of Sunday issues, which include the "American Weekly" and "Parade" supplements and also nine other publications, will read full-page color ads on M-G-M's "The Prodigal," starting May 1.

WALTER HAAS



We went to Spain to make "That LADY"

AND what a pleasure it was to make "That Lady" ...to bring you the flaming story of a woman who conquered a king...yet trembled in the arms of a commoner when he whispered, "You've been a widow too long!"...Now you know why it was such a great best-selling novel...why Katharine Cornell chose to star in it on the Broadway stage ...why we traveled to storied cities, fabulous locales, thrill-crowded bullfight arenas...with stars, director, CinemaScope cameras and technical crews. Everyone will talk about "That Lady" —the picture that shocked a nation!

OLIVIA de HAVILLAND · GILBERT ROLAND

in "That LADY" in CINEMASCOPE

introducing PAUL SCOFIELD co-starring FRANCOISE ROSAY · DENNIS PRICE

Produced by SY BARTLETT · Directed by TERENCE YOUNG · Screenplay by ANTHONY VEILLER and SY BARTLETT

From the Novel by Kate O'Brien · Color by DELUXE · An Atalanta Production · Released by 20th Century-Fox



"DATE "That LADY" FROM 20th FOR YOUR BEST PLAYING TIME!"

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 78 NEW YORK, U. S. A., THURSDAY, APRIL 21, 1955 TEN CENTS

On 'Biggest Screen'

Finds New VV Innovations 'Breath-taking'

Calls Some Scenes Close To Medium of Cinerama

By MURRAY HOROWITZ

Cinematic results of Paramount's new VistaVision developments, as contained in "Strategic Air Command" and as seen yesterday at the New York Paramount Theatre, are breath-taking in many sequences.

Air-borne scenes, projected on what is claimed to be the world's largest screen, achieve a pictorial effect as close to Cinerama as yet achieved by any medium, in the opinion of this reporter.

The dramatic cinematic qualities in-

(*Continued on page 6*)

Toll TV Time Is Extended

From THE DAILY Bureau

WASHINGTON, April 20.—The Federal Communications Commission has decided to grant a one-month extension in the May 9 deadline for filing comment on subscription television.

The commission's decision was made secretly at a meeting today, and will likely be announced publicly tomorrow. The extension was requested by International Telemeter Corp., but

(*Continued on page 6*)

Sees 'Strategic' As Money-Maker

"'Strategic Air Command' looks like a dependable money-maker," the review in the MOTION PICTURE DAILY issue of March 31 stated.

Seen at a special press preview at the Orpheum Theatre, Omaha. MOTION PICTURE DAILY's Hollywood editor, William R. Weaver, in his review called attention to the "applause" and "acclaim" which rang out from the audience in "this acutely flight-conscious town." He also cited the film's "phenomenally realistic and fascinating flight footage."



Paramount's STRATEGIC AIR COMMAND (Technicolor) had a brilliant world premiere last night in the sensational new horizontal VistaVision at the New York Paramount Theatre on the world's largest motion picture screen. See page 7 for additional premiere photos. *(Advt.)*

Harry Arthur Proposal

TOA Independents Should Pull Out and Join Allied

By AL STEEN

Every "strictly independent" exhibitor-member of Theatre Owners of America should withdraw from the organization and join Allied States Association, Harry Arthur, president of the Southern California Theatre Owners Association, said here prior to his departure for St. Louis yesterday. TOA should represent the large circuit organizations and Allied should be for the "Simonpure" independents, he asserted.

"If I had been able to attend the TOA-Allied joint meeting in Chicago today," Arthur said, "I would have made just such a proposal."

Arthur said that any plan for the merging of TOA and Allied would be "futile." There is about as much chance for the two organizations to consolidate as there is for the Democratic and Republican parties to merge, Arthur declared, adding that each exhibitor association has different interests.

However, the bodies could and should work together. The Democrats and the Republicans, when faced with local and strictly political issues, will fight each other with everything they have, Arthur said. But when the nation is faced with an international or

(*Continued on page 6*)

N. Y. Turns Out for 'Command' Debut

New York experienced the most brilliant premiere in its history last night as more than 3,000 persons jammed the Paramount Theatre for the invitational opening of "Strategic Air Command," starring James Stewart and June Allyson.

Thousands of spectators gathered to watch the arrivals of the Hollywood stars, Air Force and Army generals and Navy admirals, members of the diplomatic corps and famous sports personalities who were among the premiere audience.

Opening night excitement was further raised by the searchlights, television and newsreel arc lights and the flash bulbs exploded by a score of press cameramen who photographed

(*Continued on page 3*)

Seek May 24 Date

TOA, Allied Ask Company Heads to Meet

Joint Exhibitor Sessions Urge Industry Conclave

Special to THE DAILY

CHICAGO, April 20.—The leaders of Theatre Owners of America and Allied States Association have extended an invitation to the presidents of all film companies to attend a top-level industry conference on May 24 in New York to discuss and act upon the pressing and acute problems of exhibition.

Following a meeting between TOA and Allied at the Hotel Morrison here today, the first meeting that has been ever held between both groups on exhibitor problems, a joint statement was issued.

"The committee for TOA, composed of E. D. Martin, Walter Reade, Jr., Alfred Starr and Myron Blank, met with a committee from national Allied consisting of Ruben Shor, Ben Marcus, Ben Berger and Jack Kirsch to discuss mutual exhibition problems.

"This joint Allied-TOA committee

(*Continued on page 3*)

Keough Dies; Para. Counsel

Austin C. Keough, vice-president, general counsel, secretary and a director of Paramount Pictures, died here yesterday in New York Hospital after a long illness. He would have observed his 67th birthday on June 11.



Austin C. Keough

Keough had been in ill health for several years. He took a leave of absence last summer and returned to his office on a limited schedule in the fall.

After serving as a sergeant in the 104th Field Signal Battalion in World War I, Keough

(*Continued on page 6*)

Personal Mention

SOL A. SCHWARTZ, president of RKO Theatres, and MRS. SCHWARTZ will sail from New York next Wednesday aboard the "United States" for Europe.

•

DAVID A. LIPTON, Universal Pictures vice-president, will arrive in New York from Hollywood on Sunday.

•

JOHN J. GLYNN, vice-president of Warner Brothers International, will leave New York by plane today for Japan.

•

ARNOLD M. PICKER, United Artists vice-president in charge of foreign distribution, will leave New York today for London and Cannes.

•

LILLIAN LANG, fashion sales and promotion manager of "Photoplay," will leave here over the weekend for the West Coast.

•

PHYLLIS CALVERT, British actress, is scheduled to arrive in New York today from London via B.O.A.C. Monarch.

•

ANDRE COLLING, director of Societe Technicolor, near Paris, has arrived in New York from France.

•

MERVYN LEROY, director, arrived here by plane yesterday from Texas.

•

PEDRO ARMENDARIZ, actor, will leave Rome today for Hollywood.

Goldwyn Top Bidder For H'wood Studio

HOLLYWOOD, April 20. — The long litigation between Samuel Goldwyn and Mary Pickford over their jointly owned studio, known in recent years as the Samuel Goldwyn Studio, ended today when Goldwyn acquired the property at auction in Superior Judge Paul Nourse's court for $1,920,000.

That amount, offered by Goldwyn representative James Mulvey calls for the former to pay the latter $984,000.

In sealed bids submitted on April 4, Miss Pickford had offered $1,525,000, outbidding Goldwyn. Although the public was invited to today's auction, only Goldwyn and Miss Pickford bid for the disputed property, which includes nine acres in Hollywood plus buildings. The dispute over the studio started in November, 1948.

Allen as Benny Goodman

Steve Allen has been signed by Universal-International to play the part of Benny Goodman, orchestra leader, in the company's forthcoming production of "The Benny Goodman Story," it was disclosed yesterday by Edward Muhl, U-I vice-president in charge of production.

To permit Allen to continue his NBC television show, the entire program company will be moved temporarily to the West Coast. Shooting is scheduled to start June 27.

Record Ad Budget For 'Stranger'

By LESTER DINOFF

United Artists, which plans to allocate some $6,000,000 for advertising of 48 feature motion picture releases during 1955, may set an all-time industry high in advertising budgets with Stanley Kramer's production of "Not As a Stranger," which is set for domestic release on July 1, according to Francis M. Winikus, national director of advertising, publicity and exploitation for UA.



Francis Winikus

The distribution company, which spent $4,800,000 in advertising 50 films last year, has already spent about $550,000 for promotion of Kramer's film and has requested the producer's sales manager, George Schaefer, to approve a tentative advertising budget of $1,000,000 for the picture, Winikus said here yesterday.

Itemizes Expenditures

In breaking down the amount of money spent on "Not As A Stranger" thus far, Winikus revealed that the final advertising budget may set an industry high. The ad-publicity executive disclosed that UA had spent thus far: $75,000 for the script of the story in galleys; $105,000 during the 66 weeks of exploiting and selling "Not As a Stranger" as a book; $45,000 for about 2,500 24-sheets which glow at night to be installed during May in key situations; $15,000 for full page advertisements in New York and Los Angeles newspapers; $117,000 on 300-line advertisements for newspapers in every exchange city, before co-operative advertising selling the characters in the picture; $267,000 in national magazine advertising, and about $5,000 for supplemental magazine advertising.

Winikus also said that there had been some expenditures for advance planting of promotional material.

10 to 13% of Gross

While UA has not been able to set a definite expenditure on advertising for Kramer's production, it has been said that the amount of money delegated for advertising is roughly between 10 to 13 per cent of the total expectations of the picture's gross.

Commenting on the overall budget of $6,000,000, Winikus said that "Not As a Stranger," "Marty," "Summertime," "Night Of The Hunter," "Gentlemen Marry Brunettes" and "The Kentuckian" advertising budgets may be in the neighborhood of $4,000,000.

Heads WB Trailers

HOLLYWOOD, April 20.—Roy Brickner was appointed head of the Warner Bros. Studios trailer department to succeed Art Silver whose assistant he has been for several years. Silver was named last week to head the "Behind the Scenes" division of the new Warner Bros.-ABC-TV project, "Warner Bros. Presents."

Promises No More 'Bad Cop' Pictures

Special to THE DAILY

HOUSTON, April 20. — No more "bad cop" pictures will be produced by Hollywood under a ruling issued by the Production Code Administration, according to Sergeant Jack L. Halstead of the Los Angeles Police Department. This was revealed today in Halstead's report to the annual National Conference of Police Associations in convention here.

Sergeant Halstead, chairman, and Capt. Stanley Sheldon, representative of the International Chiefs of Police, were selected as the committee to urge Hollywood producers to refrain from portraying police officers in a bad light.

Sergeant Halstead told the conference that the PCA had admitted that it had been "deluged" with letters from all parts of the country complaining about the harmful effects of such pictures, not only from police but from the public as well.

'Melody' Premiere Held in Melbourne

The world premiere of M-G-M's "Interrupted Melody," held yesterday at the Metro-Collins St. Theatre in Melbourne, Australia, was the greatest event in the motion picture history of that continent, according to cable advices received in New York from N. Bernard Freeman, managing director for M-G-M in Australia. The film tells the life story of Marjorie Lawrence, Metropolitan Opera star, who spent her early years in a small town not far from Melbourne.

Ann Miller Is Hostess

Ann Miller, dancing star who represented M-G-M at last night's premiere, which was held for the benefit of the Royal Women's Hospital, welcomed the guests, including the Lord Mayor of Melbourne, chiefs of the Australian armed forces, the American consul and prominent personages in the social, business and artistic life of the city.

"Interrupted Melody" will be the next attraction at the Radio City Music Hall here following "The Glass Slipper."

HOT SPRINGS, Ark., April 20.—More than 300 friends of Marjorie Lawrence and her husband, Dr. Thomas King, were at the Malco Theatre here this morning for a private screening of M-G-M's "Interrupted Melody" based on the life of the star.

Triofilm to Make Rosenblatt Film

Plans to produce a film based on the life of the late Jewish Cantor Rosenblatt were announced yesterday by Ned Jaakobs, managing director of Triofilm, of Amsterdam, Holland.

The announcement, issued by Triofilm offices in New York, stated that Jaakobs, a former Broadway producer, will return to the U. S. next month to sign a contract in New York for the screen play and a star to play the lead. Late in July, he expects to return to Holland to start the picture.

News Roundup

File Jersey Anti-Trust Suit

Treble damages amounting to $300,000 were asked in an anti-trust suit filed in New York Federal Court yesterday by the Fulton Amusement Co., operating the Fulton Theatre in Jersey City. Eight distributors were named as defendants.

The plaintiff charges that the defendants have imposed unreasonable and illegal clearances against the Fulton in favor of the Fabian Theatre in Hoboken and the DeWitt in Bayonne and other houses in downtown Jersey City.

■

Installs AMANDA

AMANDA is now installed in New Haven's Paramount Theatre, first local house to employ Southern New England Telephone Co.'s automatic answering device. AMANDA is the public utility's informal designation for modern device—AM for automatic; AN for answering; D for device; and A to make term phonetic. Persons who dial regular theatre number—MA 4-1195—hear recorded message giving names of features, etc.

■

Set Drive-in Opening

An early June completion date is slated for the Candlelight Drive-in Theatre, $250,000 project being built by the E. M. Loew's Theatres, at Bridgeport, Conn. The circuit has installed a screen, measuring 103 feet wide and 69 feet high, at the Farmington (Conn.) Drive-in.

■

Plan New Drive-in

A 450-car drive-in is being projected for Sidney, N. Y., Delaware County.

New 5-Year Pact for WB's Wolfe Cohen

Signing of Wolfe Cohen, president of Warner Bros. Pictures International Corp., to a new five-year contract was announced yesterday. Cohen joined Warner Bros. 30 years ago in Canada as branch manager in St. John, became Canadian district manager in 1936, and in 1944 came to the New York home office to take charge of the company's offices in Latin America and the Far East.

In 1948, Cohen was elevated to president of Warner International with supervision over the company's foreign activities.

'Mitchell' to WB

HOLLYWOOD, April 20.—"The Court Martial of Billy Mitchell," story of the events in the career of General William Mitchell, father of the American Air Force, will be brought to the screen as a United States Pictures Production for Warner Bros. release.

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TOA-Allied

(*Continued from page* 1)

has wired invitations to the presidents of all film companies to a top level industry conference May 24 in New York to discuss and act upon the pressing and acute problems of exhibition. This committee strongly feels the immediate need of this conference among these men of good faith in an effort to improve the relations between the film companies and their customers and to the mutual benefit of both.

"The committee is of the firm belief that the industry conference as called is of the greatest importance to the industry and should be given top priority. It is believed that the presidents of the film companies will recognize the urgency of this conference and will attend and cooperate."

'Complete Agreement'

Martin, in a statement concerning the secret meeting which was exclusively reported in the MOTION PICTURE DAILY yesterday, stated that there "was complete agreement between TOA and Allied officials, a unanimity of thinking that film and sales policies were exhibitors' Number One problem and that every effort must be made to obtain relief from their present suppressed position."

"We have faith in the industry conference called by Allied and TOA and will make every sincere and honest effort to work for industry harmony and a successful solution to exhibitor problems," Martin said. "Short of this, the officers and directors of TOA will seek relief through any other means necessary," he added.

The joint TOA-Allied meet came on the heels of the statement issued by Al Lichtman, 20th Century-Fox distribution director, rejecting an immediate round-table industry conference and giving top priority to the settlement of the arbitration issue.

'Command' Debut

(*Continued from page* 1)

the celebrities on their way into the theatre.

Another big crowd attraction was the Air Force display set up in the center of Times Square in connection with the Paramount Theatre's engagement of "Strategic Air Command," which will get under way today. Radar and other ground control devices were put on display in time for the premiere.

The premiere guests included James Stewart, who received the Citation of Honor from the Air Force Association, which served as co-sponsor with Paramount of the premiere. Stewart was honored for his public service and artistic achievement for his work in "Strategic Air Command." Also present was Grace Kelly.

The red-carpeted proceedings were covered by the coast-to-coast television facilities of CBS-TV.

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Reviews

"The Man From Bitter Ridge"

(*Universal-International*) *Hollywood, April 20*

LEX BARKER and Stephen McNally, both on the right side of the law, fight a good deal, with each other and, together, against people on the wrong side of the law, and compete just as forcefully for the heart and hand of Mara Corday, in this well-constructed, firmly directed and convincingly performed Western. It is a production in Eastman color of a screenplay by Lawrence Roman derived from an adaptation by Teddi Sherman of a novel by William MacLeod Raine and the direction by Jack Arnold keeps the straightforward story rolling steadily along without a break in interest. All in all, the picture promises to uphold in all quarters Universal-International's long record of success with Westerns in color.

The sheepmen are the victors in the conflict that animates "The Man From Bitter Ridge," although the cow men are not the heavies in this case, the malice emanating instead from three brothers who have long-range intentions of winning political control of the state but have only progressed, at story time, to imminent acquisition of the sheriff's office. In the course of obtaining this much control, the brothers have hi-jacked some stage coaches and imputed the guilt to the leader of the sheepmen, played by McNally, and his friends. Barker arrives in town in custody of the present sheriff, under suspicion of stage robbery, but turns out to be an investigator for the stage line, to which he is reluctant heir. Miss Corday, of the sheep clan, saves Barker's life a couple of times, and he and McNally do the same for each other now and then, before the baddies are disposed of by gun in a furious street battle between the forces of evil and the forces of good.

Other players in the cast include John Dehner, Trevor Bardette, Ray Teal, Warren Stevens, Myron Healey, John Harmon, John Cliff and Richard Garland.

Running time 80 minutes. General classification. Release date not set.

WILLIAM R. WEAVER

"Five Guns West"

(*American Releasing*) *Hollywood, April 20*

JOHN LUND and Dorothy Malone head a balanced cast in a picture that should deliver satisfaction in a majority of its playdates. Produced and directed by Roger Gorman, the picture's Pathecolor makes the utmost pictorial capital of its rugged background setting.

Acutely critical areas can be expected to point out possible anachronisms, and the bookishly inclined may be counted on to argue that R. Wright Campbell started out with a better basic idea than he wound up with at the close of his screenplay, but these are not the areas for which the picture is designed. The broader, plainer audience that has been the mainstay of the Western melodrama ever since Broncho Anderson rode the range is quite likely to give this attraction substantial support.

The Campbell script opens with the pardoning of five convicted murderers by the Confederate Army authorities, and their immediate enlistment in the Confederate forces, on the understanding that they will venture into Union territory, and intercept a stage carrying under Union guard a traitor to the Confederacy and some $30,000 in hard money paid him for his treason. The five accept the deal, for the money rather than for principle or patriotism, and the rest of the picture shows their adventures, their quarrels with one another, their eventual capture of the traitor and the disclosure that one of them (Lund) is in fact a Confederate officer. Before the end of the picture, which coincides loosely with the end of the war, the four genuine murderers are killed off in various appropriate ways and the romance between Lund and Miss Malone is in a fair way to end satisfactorily also.

Floyd Crosby's photography is an outstanding plus for the picture.

Running time, 78 minutes. General classification. Release date not set.

W. R. W.

WB's 'Sea Chase' To Launch Festival

Warner Bros.' "The Sea Chase," CinemaScope adventure drama starring John Wayne and Lana Turner, has been selected as the motion picture to launch the "Southeastern Movie Festival," a 30-day program which will take place simultaneously throughout four Southern states beginning on May 16.

"The Sea Chase" is scheduled to open in more than 300 theatres in Tennessee, Alabama, Florida and Georgia during the first week of the festival. During the festival month, motion picture exhibitors, newspapers, merchants, radio and television stations and civic groups throughout all four states take part.

A Festival kick-off luncheon will be held in Atlanta on Tuesday, May 17, attended by Gov. Marvin Griffin of Georgia and the mayors of several Southern cities. At the luncheon, Governor Griffin will present an official proclamation designating May 16 to June 16 as Movie Festival Month in Georgia.

On the same day similar luncheons will be held in Tennessee, Florida and Alabama.

Smith to Coordinate ABC-WB Video Show

J. English Smith, program service manager for the American Broadcasting Co.'s television network, has been named co-ordinator of "Warner Brothers Presents," the hour-long evening series which will open over the ABC-TV network on Sept. 13 from 7:30 to 8:30 P.M. (NYT), it was announced here yesterday.

Smith will move his offices from the network's headquarters here to the Warner Brothers studio in Burbank shortly.

Color in Films Better than TV, SMPTE Told

From THE DAILY Bureau

CHICAGO, April 20.—In the field of color, the leadership held by motion pictures over television has yet to be challenged, Donald C. Fink of Philco declared here today in a paper read to the Society of Motion Picture and Television Engineers now in convention here.

The paper, read by Axel Jensen, of Bell Laboratories and SMPTE vice-president, placed the responsibility for rapid progress in color TV squarely on television engineers.

Fink, director of research for Philco, stated that the advantage held by motion pictures is due to the fact that the manufacture of film and its processing are much more standardized than the corresponding processes of signal generation and transmission in color television.

Sees Market Saturated

He expressed the belief that the television industry soon will face a situation that has faced the automobile industry in recent months: a highly saturated market with buyers looking for something better, in looks and performance, than they now have. Fink said if his hope is realized, the television industry will respond as the auto industry has . . . with a steady upgrading of performance, accompanied, if necessary, by a corresponding upgrade of price.

Urges Quality Standards For Closed Circuit TV

CHICAGO, April 20.—If closed-circuit television is to continue "its great growth" there is a need for the establishment of quality standards in order to stabilize the medium, Nathan L. Halpern, president of Theatre Network Television, said in addressing the Society of Motion Picture and Television Engineers at the Hotel Drake here yesterday.

"Novelty and experimentation can no longer carry the day," Halpern commented. "More and more, closed circuit TV is being judged by its performance on a practical and regular basis," he said in criticizing "the recent arrivals in the field who are impeding the success of the medium by leasing and operating inferior equipment, without the background or experience to do the proper job."

Cite Stockholm Meet's Standardization Role

CHICAGO, April 20.—The PH22 and Standards Committee, in discussing the position of the U. S. delegation to the second meeting of the International Standardization Organization's technical committee in Stockholm, held that the important purpose of the meeting is to encourage standardization to permit the flow of motion pictures and equipment back and forth between all countries.

Dr. Deane R. White of DuPont, presided over the discussion session. Dr. White, who will head the U. S. delegation, announced that the PH22 Committee authorized circulation of the pertinent U. S. standards to other national bodies, and the U. S. position outlined in areas known to be controversial.

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VistaVision

(*Continued from page* 1)

herent in the new refinements, if adapted for projection as well by other theatres as they have been adapted at the New York Paramount, should pay off well at the box-office. The magnitude of the screen, the sharp definition of the picture, and other qualities of the refined system are all factors which audiences should remember with delight. The color, in terms of clarity and vividness, was excellent.

According to Paramount managing director Robert Shapiro, the screen size is 64 feet by 36 feet, with a projection throw of 170 feet.

Double-frame horizontal projection was utilized and for the first time in New York the Paramount Theatre employed a curved aperture plate and a corresponding curvature at the top and bottom of its large screen for a VistaVision film. The latter innovation created a greater sense of participation as compared to other VistaVision films.

Good from All Locations

With the exception of the Paramount's loge section, the picture was visably impressive from most every section of the house.

Due to the overhang of the balcony, the 371 seats in the loge section of the 3,664-seat Paramount cannot be utilized. The overhang of the balcony also cuts off the extreme upper portion of the picture for the last four or five rows of the orchestra. When the side loge overhang is unobtrusive, seats on sides of orchestra are good.

The new innovations as seen at the Paramount studio were first reported and reviewed exclusively in the MOTION PICTURE DAILY issue of March 21. Under a Hollywood dateline, the MOTION PICTURE DAILY's West Coast editor found the VistaVision refinements achieving, "in astonishingly simple fashion an impression of stereoscopy and envelopment comparable only (save with 3-D equipment) to that accomplished in Cinerama."

Admissions in UK Off 4.8% for 4th Quarter

From THE DAILY Bureau

LONDON, April 20.—The Board of Trade Journal reports that admissions in the fourth quarter of 1954 totalled 291,000,000, a decline of 4.8 per cent below the corresponding quarter in 1953. The Journal admits, however, that the comparison is largely invalidated by the fact that the 1954 quarter totals exclude the admissions during the Christmas holidays, which invariably produce immense box office grosses. Year-by-year statistics show total admissions for 1954 to be approximately 1,275,000,000, against 1,284,000,000 for 1953, a decline of only 0.7 per cent.

Moreover, the Journal reported, 1954 gross box office takings were approximately £110,000,000, against £109,000,000 in 1953, with even greater proportionate increases in net takings, film hire payments and exhibition's ultimate share due to the last budget's reduction in entertainment tax.

Analysing regional takings for the first time, the Journal reports that box office declines were more substantial in northern and other remote areas than in London and the south.

'Bedevilled' Ushers In 'Scope at Palace

"Bedevilled," MGM picture starring Anne Baxter and Steve Forrest, will have its New York premiere tomorrow at the Palace Theatre. It will be the first CinemaScope production to play the Palace.

Extend Time

(*Continued from page* 1)

will apply to all persons desiring to file public comment.

The commission order will also set back one month the present June 9 deadline for persons desiring to file replies to statements submitted by other parties.

Harry Arthur

(*Continued from page* 1)

national crisis and emergency, the Republicans and Democrats work together, he pointed out, indicating that the exhibitor-members of both organizations now are faced with such a crisis.

Sues for Injuries

ALBANY, April 20.—Paramount Pictures has been made defendant in a $125,000 damage suit brought by Clifton E. Bradt, former film critic for "The Knickerbocker News" and present editorial writer. It is the outgrowth of injuries he alleges to have suffered in attempting to rescue actress Cass Daley from a runaway steer on Bing Crosby's Nevada ranch.

Keough

(*Continued from page* 1)

joined the legal department of Famous Players-Lasky Corp. in 1919. In 1925, he was elected general counsel of Publix Theatres Corp. and in 1932 was named secretary and general counsel of Paramount Publix Corp. Two years later he became general counsel, vice-president and a director of Paramount Pictures. Five years ago he was given the added duties of secretary.

Keough was active in many intra-industry affairs. He was one of the key men in setting up the industry's arbitration system which stemmed from the first consent decree in the case of U. S. vs. Paramount, et al, and was vitally interested in the recent efforts to establish a new system of arbitration.

Eric Johnston, president of the Motion Picture Association, in a statement issued yesterday, declared:

"I am shocked and grieved to hear of the sudden death of Austin Keough. He was a great and kind man, and one of the giants of the industry. His wise counsel and inspiring leadership are irreplaceable in these troubled times."

The deceased was educated in Brooklyn public schools and at Dartmouth College, where he received his BA in 1911, and Columbia University, which awarded him his LLB in 1914. He resided all his life in Brooklyn until very recently when he moved with Mrs. Keough to Garden City. He is survived by his widow, Mrs. Katherine Upton Keough. Funeral arrangements were not completed yesterday.



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"Strategic Air Command" Has Spectacular World Premiere

A WORLD PREMIERE of staggering brilliance and excitement last night marked the debut of "Strategic Air Command" and the new horizontal VistaVision at the New York Paramount Theatre. Some of the thousands who attended are pictured on this page. At right: James Stewart, "SAC" star, arrives at the premiere with Academy Award winner Grace Kelly.





Stewart receives from General Thomas White (left), vice-chief-of-staff, USAF, an Air Force Association citation for his "SAC" portrayal. Holding printed citation at right is Maj. Gen. C. R. Smith (Ret.) of the Air Force Association, which co-sponsored the premiere with Paramount.

Spyros P. Skouras, president of 20th Century-Fox, arrives at the premiere with Mrs. Skouras and family friend Mrs. Joseph Neff.





Mr. and Mrs. A. W. Schwalberg (at right) greet Jack Cohn, vice-president of Columbia Pictures, in the lobby of the Paramount Theatre.



Danny Kaye and Stewart are interviewed on the CBS television network by Arthur Godfrey.

(Advt.)

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"HIGH EXCITEMENT!"
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ALSO STARRING Audrey TOTTER · George Dolenz
Peter Van Eyck

Original Story by JAMES BENSON NABLO
Screenplay by GEOFFREY HOMES and A. I. BEZZERIDES
Directed by LEWIS ALLEN · Produced by SAMUEL BISCHOFF and DAVID DIAMOND

thru U

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

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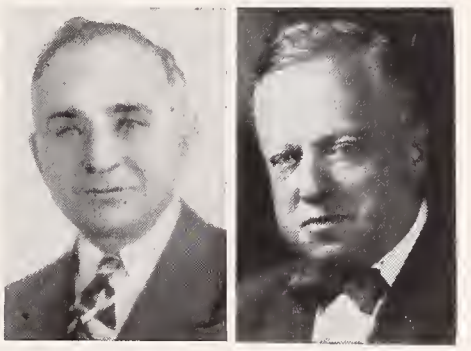
Drive for Federal Regulation Is Launched by Allied States

Myers, Berger Talk Outlook With Members Of Congress; Say They Have Been Promised Help, Got 'Sympathetic' Reception at Meet

By J. A. OTTEN

WASHINGTON, April 21.—Allied States Association today really opened its drive for Federal regulation of the film industry, with two key Allied officials visiting Capitol Hill to discuss the legislative outlook with members of Congress.

The two officials were Benjamin Berger, newly named as chairman of Allied's Emergency Defense Committee, and Abram F. Myers, Allied general counsel and board chairman. They reported a "sympathetic" reception and promises from the lawmakers to help the exhibitors.



Benjamin Berger Abram Myers

Myers and Berger refused to discuss their detailed strategy for pushing Allied's bill to get Federal regulation of the film industry, promising to "perfect their plans in the next 10 days." They said one of the questions to be decided was whether they should have a bill for Federal regulation introduced and then have hearings later on that bill, or whether to press for early general hearings on the "plight"

(*Continued on page 5*)

Martin Tells UTOI

Arbitration Needs Altered Sales Policies

Says Pre-Release Issue For Arbitration Hold-up

An effective arbitration system for the industry cannot be built until the national sales policies of the distribution companies are altered, according to E. D. Martin, president of the Theatre Owners of America, who was a principal speaker at a state-wide rally early this week of the United Theatre Owners of Illinois in Peoria.

Martin, in declaring that the subject of pre-releases has been a stumbling block in formulating a set of rules and regulations, said that "arbitration will

(*Continued on page 5*)

ITOA, MMPTA Favor TOA-Allied Conference Bid

Interest in the proposed industry conference between the presidents of the film companies and national exhibition leaders on mutual problems was expressed here yesterday by two of the East's prominent theatre associations, the Independent Theatre Owners Association and the Metropolitan Motion Picture Theatres Association, the latter group not an active participant in trade practices.

The ITOA, which has long been

(*Continued on page 6*)

Mass. 2-in-Booth Law Ruled Out if Safety Film Used

Special to THE DAILY

BOSTON, April 21.—Two operators in a projection booth are no longer required if safety film is used exclusively and if a specified dowser handle is part of the projection equipment, it was learned here today when Otis M. Whitney, Commissioner of Public Safety, filed his amendment to the existing regulations.

The amendment states that "in the exhibition of motion pictures, no nitrate film shall be used. All film shall be acetate or safety film. Every motion picture machine shall be equipped with a dowser handle and control switch operated from either side of

(*Continued on page 6*)

Paramount Clarifies Pine-Thomas Deal

From THE DAILY Bureau

HOLLYWOOD, April 21.—The Paramount studio today rectified a published report that a substantial number Pine-Thomas pictures originally released by Paramount have been sold under terms that do not prohibit their use on television.

The deal, long in negotiation and finalized this week with Y. Frank

(*Continued on page 6*)

Industry Heads Mulling Allied TOA Proposal

Exhibition's direct bid to film company presidents for a round-table conference was under advisement here yesterday, a poll of film companies disclosed.

A number of company presidents declined comment at this time, explaining that the proposal needed time for "serious consideration." Legal counsel also was called into play at a number of companies, it was learned. Some company presidents could not be reached for comment.

There was no indication of the receptivity to the proposal, made jointly by Theatre Owners of America and Allied States Association, for an industry conference in New York on May 24. It was noted in some distribution circles, however, that the TOA-

(*Continued on page 5*)

Austin Keough Rites Here Tomorrow

A Solemn Requiem Mass will be offered tomorrow at 9 A.M. at the St. Vincent Ferrer Church, 66th Street and Lexington Ave. here for Austin C. Keough, vice-president, secretary, general counsel and member of the board of directors of Paramount Pictures, who died Wednesday at the New York Hospital. His age was 67.

The body will be at the Abbe Funeral Home, Lexington Avenue and 66th Street, today through Saturday.

Burial will be in Williamstown, Mass., late Saturday afternoon.

Keough, who had been with Para-

(*Continued on page 5*)

Can Achieve Results on Film 55.625 mm. in Width

Wide Film 'Scope Progress Told

From THE DAILY Bureau

CHICAGO, April 21.—The progress of 20th Century-Fox CinemaScope plans to photograph in wide-gauge film and then reduce to 35mm. was outlined here today by Earl I. Sponable, 20th Century-Fox research director, before the Society of Motion Picture and Television Engineers convention.

Sponable, forecasting "very real improvements in grain and definition," said that independent studies and an investigation by 20th-Fox indicate that optimum results can be achieved on a film 55.625 mm. wide.

In addition, he declared "our proposed new frame has almost twice as much information recording surface as any other suggested large screen process." He went on to say that Bausch & Lomb had designed new taking lenses to cover this additional frame area, and has delivered the first sample lens.

An experimental camera has been built and 20th-Fox has made test photographs, he added, which support "our conclusions in every way." "Furthermore, Bausch & Lomb has designed a new 2:1 reduction printer lens which yields a print from this enlarged negative of excellent quality over the entire frame," he added.

"We have also undertaken to design and build pilot samples of the other necessary printers for making all the fades . . . etc., which enter into the production of the modern motion picture, as well as release printers and laboratory processing equipment.

"It is, therefore, our plan, after demonstrating the possible results, to make available to those making CinemaScope pictures, design information and assistance enabling them to use this optimum size negative and to make CinemaScope standard release prints of greatly improved quality for all theatres," he continued.

The 20th-Fox research director reiterated company plans of road-show engagements of a "limited" number

(*Continued on page 6*)

Personal Mention

JEROME PICKMAN, Paramount advertising-publicity vice-president, was in Chicago yesterday from New York.

•

FRANCIS M. WINIKUS, United Artist national director of advertising-publicity, left here by plane yesterday for Paris.

•

MORRIS HELPRIN, New York manager for London Films, will arrive in New York from London today via B.O.A.C. Monarch.

•

MRS. DORE SCHARY will arrive in New York over the weekend from Hollywood.

•

NORMAN ELSON, president of Guild Enterprises, will leave New York today for Washington.

•

MORI KRUSHEN, United Artists exploitation manager, is in Hartford from New York.

•

BETSY BLAIR will leave here tomorrow for Europe.

•

JACK BENNY has arrived in New York from the Coast.

•

ALEX GOTTLIEB, producer, has arrived in New York from Hollywood.

SEG Buys Shares In M. P. Exposition

HOLLYWOOD, April 21. — The Screen Extras Guild has announced the purchase of $10,000 debentures in Motion Picture Exposition and Hall of Fame "to help the industry attract millions of visitors" to Hollywood and "as a mark of our esteem for the Motion Picture Relief Fund." The latter is a beneficiary of MPE.

SDG Names 4 'Best' For First Quarter

HOLLYWOOD, April 21. — The Screen Directors Guild has named as the best directed pictures in release during the first quarter of 1955, "Bad Day at Black Rock," "Bridges at Toko-Ri," "East of Eden," and "The Long Gray Line."

New M-G-M 'Home'

TORONTO, April 21. — Metro-Goldwyn-Mayer Pictures of Canada, of which Henry L. Nathanson is president, has taken possession of its new two-story film exchange building at Victoria and Gould Streets after occupying ground-floor offices of the Film Building for many years. The architects for the new structure were Kaplan & Sprachman, Toronto, designers of many theatres.

Pizor in Hollywood

HOLLYWOOD, April 21. — William M. Pizor, vice-president of Lippert Pictures, will arrive here tomorrow for home office conferences.

ALBANY CATHOLICS ALERTED TO BOYCOTT 'CONDEMNED' PICTURES

Special to THE DAILY

ALBANY, April 21.—Alerted by the new Bishop of the Albany Catholic Diocese, the Most Rev. William A. Scully, D.D., who is also chairman of the Bishops' National Committee on Motion Pictures, the local Legion of Decency unit and "The Evangelist," diocesan weekly, have moved against three Albany theatres playing "condemned" films.

"The Evangelist," in Page 1 editorial, called for a boycott by Catholics of the Grand, because the management "adamantly refused to withdraw" the Italian release, "Three Forbidden Stories"—described as "totally objectionable for all audiences."

The paper reminded Catholics "as individuals and in groups as members of Catholic organizations" of their oath to uphold the principles governing the Legion of Decency. Parents "should be particularly alert" because the accompanying feature—"Lawless Rider"—is "one made to appeal, by name at least, to the young."

The Legion of Decency local director protested the recent showing of "Intimate Relations" at the Delaware, the ad copy for which was rejected by the "Times-Union." The film was withdrawn after five days and "Camille" was substituted.

"The Evangelist" last month urged Catholics to withhold patronage from the Ritz, when it screened "They Were So Young." The release was "pulled," as a result of this and other Catholic protests.

SMPTE Sees VV At Chi. Showing

Special to THE DAILY

CHICAGO, April 21. — First national preview of Paramount's advanced VistaVision with the double-frame horizontal projection, was held here today at the State-Lake Theatre, on a Raytone screen as a feature of the 77th semi-annual convention of the Society of Motion Picture and Television Engineers.

Dr. C. R. Daily, special projects engineer at Paramount Studio, one of the staff which developed and perfected VistaVision under the supervision of Loren L. Ryder, presented a paper on the subject and the projection demonstration.

The VistaVision showing included scenes from several VistaVision films, in black-and-white and color, and closed with a half reel of "Strategic Air Command," which will have its Chicago pre-release opening on the mammoth screen of the State-Lake on May 12.

Heart Attack Fatal To U-I's Sam Israel

HOLLYWOOD, April 21.—Sam Israel, 55, studio publicity director of Universal-International, died here today following a heart attack. He is survived by his widow and a daughter.

The deceased, a native of Russia, was brought to America as a child and was educated at the University of Nebraska. Following a number of years in journalism, he was named publicity director of Eagle-Lion Studios here. He took his Universal post in 1952.

David Blum Heads MPEA Committee

David Blum, director of publicity for Loew's International, was elected chairman of the international film relations committee of the Motion Picture Export Association at a meeting yesterday of the MPEA group. He succeeds Leslie F. Whelan of 20th Century-Fox.

Ford Says Patriotic Films 'Bad Luck'

From THE DAILY Bureau

WASHINGTON, April 21.—Director John Ford declared "there is an aura of ill luck surrounding films on patriotic themes."

Ford made the statement as he received an award here from the Daughters of the American Revolution for his film, "The Long Gray Line." It was cited as the best patriotic film of 1954, and Michael Myerberg's "Hansel and Gretel" was called best children's film last year.

Declaring that he hoped soon to start work on a film dealing with the Valley Forge story, based on a script he has owned for 18 years, Ford told the DAR that "in all these years I have never been able to get a single major film company interested in producing the film. There is a Hollywood taboo on the subject of the American Revolution—there is an aura of ill luck surrounding films on patriotic themes."

Ford cited as two of Hollywood's greatest financial failures his own "Drums Along the Mohawk" and another film called "America."

"I don't know why Americans won't go see motion pictures about early America," he said.

To Use Superscope For Butler's 'Glory'

HOLLYWOOD, April 21.—David Butler Productions, Inc., completed negotiations yesterday with Joseph and Irving Tushinsky for Butler's forthcoming production, "Glory," to be filmed in the Tushinsky Superscope process. "Glory," which will be filmed in and about Louisville during the running of the Kentucky Derby, will be distributed by RKO.

Ellis Brodie Dies

BOSTON, April 21.—Ellis Brodie, 67, of Haverhill, former owner manager of the Paramount, Haverhill, and the Strand, Lawrence, died after a lingering illness. He is survived by his widow, two sons and a daughter.

U-I Will Increase Pre-Selling Display Ads, Lipton Says

From THE DAILY Bureau

HOLLYWOOD, April 21.—Universal-International's pre-selling display advertising program in national magazines and Sunday newspaper supplements, will top its 1954 record—which reportedly exceeded that of any other motion picture company, according to David A. Lipton, vice-president.

Lipton made the 1955 prediction to establish, he said, "further evidence of our confidence in pre-selling," on the eve of his departure for New York meetings, during which pre-selling campaigns for U-I's summer product will be developed.

The figures indicating Universal-International's 1954 position in national pre-selling are from the Publishers' Information Bureau, Inc., he said.

Universal-International's expenditure during 1954 amounted to $650,000, an increase of 140 per cent over U-I's 1953 expenditure of $270,000. Its 1954 national magazine and Sunday supplement budget was almost twice as much or more as that expended by any other film company excepting one, Lipton said.

Served 14 Productions

In an effort to pre-sell as many pictures as possible, U-I in 1954 employed display advertising for 14 productions in national media. A total of 120 display ad insertions were placed by U-I as against 98 of its nearest runner-up, he said.

"Universal's pre-selling advertising policy is in accord with what exhibitors for years have advocated," Lipton stated. "While local newspaper, television and radio advertising is still primary, we feel the industry's most urgent need is to establish interest in pictures prior to local openings.

"We agree not only in principle but in practice with the urgent requests which exhibitor associations, circuit heads, and more recently COMPO, have made to reach out to all audiences through all types of media to increase theatre attendance in relation to increasing population."

TV Play to AA

HOLLYWOOD, April 21.—Producer Vincent M. Fennelly announced he had acquired the motion picture rights to "Crime in the Streets," network television play dealing with juvenile delinquents, for Lindbrook Productions which will film it in New York City late this summer for Allied Artists release.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE GLASS SLIPPER"
in radiant COLOR starring
Leslie CARON • Michael WILDING
An M-G-M Picture
and THE MUSIC HALL'S GREAT
EASTER STAGE SHOW

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor. Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Hollywood 7-21-45; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager, Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Jane's got Jeff

...and the screen is Box-Office *HOT!*

Universal-International presents

JANE RUSSELL
JEFF CHANDLER

FOX FIRE

COLOR BY Technicolor

CO-STARRING **DAN DURYEA**

WITH **MARA CORDAY · BARTON MacLANE · FRIEDA INESCORT** • Directed by JOSEPH PEVNEY • Screenplay by KETTI FRINGS • Produced by AARON ROSENBERG

People

Ted Schlanger, Philadelphia zone manager, Stanley Warner Theatres, has accepted an appointment to serve on the national exhibitors committee and as chairman of the Philadelphia exchange area for a special one-day-week collection for the Will Rogers Memorial Hospital during the week of Aug. 15.

□

Orville Crouch, Eastern division manager for Loew's, has been made a Kentucky colonel for his "civic endeavor" in Washington. Crouch received the commission at the Capitol from **Felton M. Johnston,** Secretary of the Senate, acting on behalf of the Governor of Kentucky. Crouch has taken a leading part in many recent Washington civic activities, and this year was in charge of the city's Cherry Blossom Festival.

□

Theodore R. Lazarus, an account executive with Donahue & Coe, Inc., is leaving the agency to join George Blake Enterprises, Inc., producers of films for industrial and television use, in an executive capacity. At Donahue & Coe since 1946, Lazarus has specialized in serving on the agency's motion picture accounts, both local and national. Previously he had been advertising manager for Eagle-Lion Classics, Inc.

□

Emil Davis, service manager for National Screen Service in San Francisco, has replaced **Harry Weaverling** as sales representative. **Lorraine Sutter** has been moved up to the head shipper spot.

□

Helen Rose, former secretary to **I. J. Schmertz,** 20th Century-Fox manager in Cleveland, has returned there after having been away for two years. She will succeed **Evelyn Friedl** at the Community circuit.

□

Walter McDonald, who was transferred as booker at the United Artists Atlanta branch to Jacksonville, has returned to Atlanta.

□

Sol S. Feuerman has joined Dynamic Films, Inc., here to organize and head a medical department for the New York film producers. The department will produce films for professional information and lay education.

To Debate Toll TV On NBC, Also

CHICAGO, April 21.—Zenith Radio Corp. today accepted the offer of the National Broadcasting Co. for 15-minute free time to discuss subscription TV "on the assumption that ours and opponents' time will be adjacent in same half-hour."

Zenith's acceptance also was wired to the Federal Communications Commission. Zenith previously had made a similar acceptance with the Columbia Broadcasting System. Zenith, the developers of Phonevision, also called upon NBC to reconsider its refusal to accept spot advertising announcements promoting toll TV.

PARA.'S PARIS CHIEF PROPOSES FILM EXPOSITION IN ALGIERS

By HENRI KAHN

PARIS, April 21.—Henri Klarsfeld, director general of Paramount in Paris and president of the Franco-American Film Syndicate, has suggested that the film industry hold an exhibition in Algiers next November.

In a statement, he pointed out that the cinema industry should hold its "salon" in the same way as the automobile industry.

"The percentage of admissions in our theatres is the lowest in Europe," he wrote. "This is due to a certain extent to the fact that we have so often neglected to carry out our own propaganda in our own country so that the cinema might be talked about and praised more often."

Sees Some Critics as Unfair

Referring to the press, Klarsfeld said that newspapers and magazines did excellent work but it was nevertheless true that certain critics were sometimes unfair and encouraged the public to stay away from the film theatres.

He thought that the expansion of the cinema must be the job of the industry itself and in particular the job of the distributors.

The exhibition, if it is held, would include producers, distributors and technical material constructors, all of whom would have exhibits.

He thought that in this way the public would be able to see for itself how the film industry is developing technical material constructors, all of whom win friends for the cinema.

At the time of the exhibition, receptions would be held as well as competitions to find new stars. This would most certainly interest the general public, he said.

Decorators and costumers would be invited to exhibit and the whole show, which would last 15 days, would be a great aid to the distribution and exhibition side of the industry.

UK Concerned With 'Scope Print Duty

LONDON, April 21.—Concern is expressed here at a decision of the Customs and Excise that first copies of imported standard ratio prints of CinemaScope films are to be regarded as master prints and chargeable accordingly with import duty at 5d per foot, instead of the 1d per foot which applies to "subsequent" prints.

It is admitted that the aggregate sum involved is not substantial — it is estimated that £150 per print will meet the extra duty on the average film — but American distributors are disposed to treat the official decision as a matter of high principle. They feel that when other technical developments come along, they may find themselves faced with a more considerable financial problem. Discussions are in progress between MPA's Fayette W. Allport and leading American members of KRS, and the suggestion has been made that the aid of the U. S. Embassy may be invoked to make the appropriate representations to the Government.

Production Drops To 31 in Work

HOLLYWOOD, April 21.—Production dropped down to a total of 31 pictures now in work with the completion of seven and the start of only three others.

Started were: "The Menfish," W. Lee Wilder, Eastman Color (Independent); "Treasure of Pancho Villa," Superscope, Technicolor (RKO Radio); "Away All Boats," VistaVision, Technicolor (Universal-International).

Completed were: "The Bar Sinister," CinemaScope, Eastman Color (Metro-Goldwyn-Mayer); "Jaguar" and "The Last Command," Trucolor (Republic); "The Left Hand of God," CinemaScope, color, and "How To Be Very, Very Popular," CinemaScope, color (20th Century-Fox); "The Second Greatest Sex," CinemaScope, Technicolor (Universal-International); "Jagged Edge," CinemaScope, WarnerColor (Warner Bros.).

Newspaper Ad Copy Lauds Compo Copy

The 42nd in the series of COMPO ads in "Editor & Publisher" which will appear tomorrow, quotes a letter from Allen C. Nequette, advertising manager of the Beloit, Wisc., "Daily News," in which he states that "letters are coming into our office from newspapers and theatres in various parts of the country requesting copies of our movie section to which you devoted a full page in the March 12 issue of 'Editor & Publisher.'"

The ad to which Nequette refers told how the merchants of Beloit cooperated with the manager of the local movie theatre circuit in promoting a 12-page film supplement as a means of stimulating their own business. The March 12 ad was offered as proof of COMPO's repeated assertion that a good motion picture page increases a paper's readership and helps the community's retail business.

Suggests Advance Notice

"This newspaper, the theatres and our merchants," wrote Nequette, "appreciate this wonderful recognition. However, we believe that if you had advised us in advance of your intentions we would have been happy to have written a letter which would have amounted to a much stronger appeal to the nation's press for cooperation with their theatres.

"How could our town or how can any town be typically American without the movie theatre? The home, the church, the school, the factory, the newspaper, the city hall, main street, the library and the movie theatre are integral parts of any American scene.

"The interests and activities of the theatre management in Beloit mean much more to our community than expressed in your page advertisement. The efforts of its management for the betterment and growth of Beloit have touched upon nearly every facet of our community's life.

"Our theatre's relationship with our paper and with the merchants as outlined in your advertisement only typifies what can be accomplished by a theatre management in any town."

Toll TV Comment Deadline Officially Is Set for July 11

From THE DAILY Bureau

WASHINGTON, April 21.—The Federal Communications Commission announced the postponement from May 9 until June 9 of the deadline for public comment on subscription television.

It also postponed from June 9 until July 11 the deadline for parties to file replies to statements by other groups.

The commission acted at the request of International Telemeter Corp., one of the three groups seeking approval of toll television. Telemeter had asked for the delay because the lawyer working on the case had to go to the hospital, and it felt that it needed extra time for new attorneys to learn the background of the case. In granting the postponement, the FCC said it felt Telemeter had "established good cause" for the extension, and that the postponement was "warranted and in the public interest."

Committee Approves

The Exhibitors Committee Against Toll Television had indicated it had no objection to the delay. It and other major parties are expected to file their comments the last day possible.

A meeting of the committee to go over the comments to be submitted to the FCC is scheduled here next Tuesday or Wednesday.

The Committee Against Pay-As-You-See TV will take advantage of the one-month extension granted by the Federal Communications Commission for filing comment on subscription television to carry its anti-toll-TV message to the public on a stepped-up scale, according to its public relations counsel, Robert Taplinger and Associates.

Drive in Progress

The exhibition group, which is jointly headed by Alfred Starr and Trueman Rembusch, has been conducting "a grass roots" campaign in securing support from interested groups outside of the industry in opposing toll-TV.

The committee has tentative plans for a meeting in Washington on Tuesday to discuss the filing of its brief with the FCC as an "interested party."

500 Texas Theatres Pay to Toll TV Fund

DALLAS, April 21.—Julius Gordon, chairman of the Texas Exhibitors Committee against Pay-As-You-See TV has announced that 500 theatres in the state had contributed money to the national committee spearheading the concerted drive against the subscription TV movement.

Gordon, in a special letter to all Texas exhibitors stated that a long drawn out battle was impending and that the only source of revenue will have to come from the exhibitor.

Gordon related that the major circuits in Texas (Interstate, Rowley United, Jefferson Amusement, Frontier Theatres, Video Independent Theatres, Ezell and Associates, Phil Isley Theatres, the Blankenship circuit, Tri-State Theatres, Leon Theatres), were the first to respond with money for the needed fund.

He reported that independent exhibitors were also supporting the money-raising campaign and checks were being received daily at headquarters here.

Arbitration

(Continued from page 1)

be held off until a round-table discussion is held so that the distributors could be induced to drop static national sales policies."

A flexible sales policy cannot apply to every single situation, the TOA president flatly stated. "The distributors should give their local representatives the right to work out problems in relation to local conditions," he said in his talk before 207 exhibitors representing 313 theatres throughout the territory.

"The distributors have delayed arbitration by demanding that two prerelease pictures from each company per year should be permitted without arbitration," Martin said. "This would mean about 12 films per year or one-fourth of the playing time with a theatre with a weekly change," he declared.

Wants Inexpensive System

"We should have an inexpensive system with our own conciliation system as the distributors will not arbitrate film rentals," Martin said. "However, we still believe in arbitration and should have half a loaf rather than none at all," he said. TOA will continue working towards that end, the exhibitor leader added.

"The exorbitant and compensatory film rentals asked by distribution are causing many theatres to close because the high rentals are absorbing many of the benefits received in the reduction of the Federal Excise Tax from 20 to 10 per cent," Martin said.

'Cooperating with Allied'

The TOA leader also informed the membership of the UTOI, an affiliate group, that the national organization is "cooperating with Allied States Association on many fronts" and is negotiating for an industry roundtable discussion.

Commenting on a measure being studied by the Administration, Martin said that "we (TOA) have requested an opportunity to be heard by the Douglas Committee in the U. S. Senate which is considering a proposal to put theatres under interstate commerce for classification under the Wage and Hour Law. If the present proposal is enacted into law, all theatre circuits operating across state boundaries may have a minimum wage standard of 90 cents to $1 per hour and the resulting pressure from labor groups may raise independents or one state theatre ownerships up to this level."

Sharing the speaking platform with Martin were Alfred Starr, co-chairman of the Committee Against Pay-As-You-See TV, who expounded on the disadvantages of subscription television; George Kerasotes, UTOI president, who discussed film shortages and Exhibitor Film Financial Group program; Ralph Lawler, Norman Pyle, William Bennis, Hank Rhyan, August Marchesi, James Fenoglio, Duncan Kennedy and Tom Gilliam of 20th Century-Fox.

There was also some discussion at the UTOI meeting concerning a bill pending in the Illinois legislature concerning the granting of censorship power to local county and police groups. The exhibitors resolved to watch their screens more carefully in the future.

Allied Opens Its Drive

(Continued from page 1)

of the exhibitors, to be followed later by a specific bill.

Myers would not name the lawmakers contacted, except to say they were in the Senate and that more than one of the Senators had been spoken to.

To name individuals, he said, "would bring into operation prematurely all the forces of opposition. All the rats and snakes and tumblebugs would come out of their holes."

Silent Regarding Committees

Nor would Myers give any indication—for the same reason—of the committees before which Allied might put its case. If a specific bill were introduced, it would probably have to be considered by either the Commerce or Judiciary Committees. If no bill were introduced, the general question of the film industry situation could be threshed out before the Small Busitees.

Thus, for example, the Senate Small tees. For example, the Senate Small Business Committee and the House and Senate Judiciary Committees have all scheduled early hearings on the Attorney General's anti-trust committee report, and these could be used as the occasion for an Allied appearance.

According to the official Allied statement on today's happenings, Berger and Myers "spent several hours on Capitol Hill discussing with various legislators the best procedures for obtaining relief from the grasping policies of the film companies, which are driving theatre owners to the wall.

Procedure Under Study

"Messrs. Berger and Myers reported that the legislative representatives they talked to were sympathetic toward the exhibitors' problems and expressed a willingness to lend whatever help will be most effective. Study is now being given to the question of procedure; namely, whether it would be better to introduce a bill at this time and await hearings in due course before a legislative committee, or to appear before a non-legislative committee in the near future and make out a case which would facilitate passage of a bill thereafter.

"Messrs. Berger and Myers will keep in close contact with the legislators in question, and expect to perfect their plans in the next 10 days."

Canadian Music Fees Approved

By M. L. SCHWARTZ

OTTAWA, April 21.—The Copyright Appeal Board, under the chairmanship of Justice J. T. Thorson of the Exchequer Court of Canada, has approved the fees, charges or royalties which may be collected by Composers, Authors and Publishers Association of Canada, Ltd., during 1955 for the issue or grant of licenses.

Minimum Fee $10

For a theatre license covering operations at any time during the year, the annual fee is charged on seating capacity as follows: 499 seats and under, 10 cents per seat a year; 500 to 799 seats, 12 cents; 800 to 1,599 seats, 15 cents, and 1,600 seats and over, 20 cents. Theatres operating three days or less per week will pay one-half of the above rates. Minimum fee will be $10.

The seating capacity of drive-in theatres will be three times the maximum number of automobiles which may be accommodated at any one time.

A license obtained under this item of the tariff will not be deemed to authorize any concert or stage show when the exhibition of one or more films is not an integral part of the program.

$500 Per Month

In addition, as a temporary tariff and in the absence of working data on which to put forward a tariff based on experience, for the right to telecast non-dramatic performances of musical works, for each telecasting station, $500 for each calendar month of operation, prorated in respect of any part of a month, to be paid monthly in advance.

'Prodigal' to Capitol

M-G-M's "The Prodigal" will open on May 11 at the Capitol Theatre here for an extended engagement.

Kansas Censor Move Lauded in Editorial

SCHENECTADY, N. Y., April 21. — An editorial in the Schenectady "Union Star" citing the signature by Gov. Fred Hall of a bill ending censorship in Kansas after 38 years, pointed out this leaves five states of which, New York is one, with such statutes.

"One wonders," said the editorial, "if New York, Pennsylvania, Ohio, Maryland and Virginia citizens need statutory protection from their tastes in motion pictures more than the other 43 states. Or if Kansas will be any worse after June 30, when the present censorship law expires.

"Movies have been steadily improving, even without censorship, in 42 states. Public opinion, not legal surveillance, accomplished it. Only an occasional picture was banned and that sometimes raised a fury, as with 'The Moon Is Blue'."

The editorial was titled "We're 1 of 5 Censoring Movies."

Says Castle's Book Is Not Factual

WASHINGTON, April 21.—Rep. Bob Wilson (R., Calif.) declared that "a good many of the charges" in Eugene Castle's book attacking the government's Overseas Information Program "are reckless and not founded on fact."

In a statement inserted in the Congressional Record, Wilson said he felt the book "has been harmful to the interests of the United States."

"Unfortunately," the California lawmaker continued, "the charges in Mr. Castle's book have received some attention, although they are little more than an indiscriminate collection of epithets and invectives. Mr. Castle's opinions would be worthy of more respect if he were more careful with his facts. Wherever I have been able to test the accuracy of Mr. Castle's charges, I have found them wanting."

Allied-TOA

(Continued from page 1)

Allied bid was couched in "tempered tones" as compared to the "Call to Action" statement of TOA, announcing its intention of giving top priority to the conference. Whether the "tempered tones" reaction was a harbinger of possible acceptance by some or all film company presidents could not be forecast.

Grainger Awaits Text

RKO Radio Pictures James R. Grainger, when questioned, said he had not received the TOA-Allied message as yet. TOA offices here, asked for the text of the message sent to company presidents, said the text was very similar to the release, issued following Wednesday's Chicago meeting of top TOA and Allied leaders.

The joint exhibition release called for a "top level industry conference . . . to discuss and act upon pressing and acute problems of exhibition." It did not spell out a proposed agenda, issues such as film rentals, which according to Al Lichtman, 20th Century-Fox distribution director, no film company would agree to discuss at a round-table conference.

In Hollywood, Steve Broidy, president of Allied Artists, was unavailable for comment, but it was believed that Allied Artists would accept.

Keough Rites

(Continued from page 1)

mount since 1919, is survived by his widow, Mrs. Katherine Upton Keough and a brother, Vincent.

Industry leaders expressed their sorrow over the passing of one of the industry's leading champions. Typical of the regrets were those of Al Lichtman, director of distribution for 20th Century-Fox, who said: "I was shocked to hear of the passing of Austin Keough. He was a great champion of our business and a very dear friend."

Barney Balaban, Paramount president, said, "Austin Keough, through almost 40 years, has been as much a part of Paramount as the company's trade mark. Side by side with pioneer Adolph Zukor he had given the company spirit, integrity, strength."

Gable Signed for Russ-Field Film

Russ-Field Corp. has signed Clark Gable to star in its projected production, "The Last Man in Wagon Mound," which will be released by United Artists. The Gable deal was announced yesterday by Robert Waterfield, president of Russ-Field, and Robert Benjamin, chairman of the board of United Artists. The picture will be produced by David Hempstead and is slated to go before the cameras early next year.



Clark Gable

"The Last Man in Wagon Mound" is one of the films under the terms of a six-picture agreement with United Artists. The first production was the recently completed "Gentlemen Marry Brunettes."

Wide-Screen

(Continued from page 1)

of wide-gauge prints "under improved projection conditions." "These prints may also carry extra magnetic soundtracks," he added.

He stressed his company's view, however, of producing pictures for "the best possible result for every theatre everywhere." He also emphasized that 20th-Fox plans to retain "the gains" inherent in the "anamorphic principle." He held steadfast for the 2.5 to 1 CinemaScope aspect ratio, maintaining that "if you wish to make any use of participation effects . . . you need at least an aspect ratio of 1 to 2.5."

Sponable, referring to the question of "improved sound," said that 20th-Fox had recently made an investigation designed to point the way to methods of sound improvements.

Made Exhaustive Tests

"We have made direct comparative recordings on systems using three channels, with three speakers behind the screen, and five channels with five speakers behind the screen, each having appropriate surround sound independently and properly recorded at the same time. The results of these tests are now being evaluated," Sponable stated.

Preliminary production results of the planned CinemaScope improvements are expected to be demonstrated to the trade in about two months, he concluded.

ITOA-MMPTA

(Continued from page 1)

looking for a round-table industry conference, expressed favor yesterday over the joint action by Theatre Owners of America and Allied States Association in calling for a top level conference on May 24, at a monthly meeting of the group at the Sheraton Astor Hotel here.

The MMPTA, whose charter forbids its active participation in trade practices, feels, however, that the TOA-Allied call for an industry conference "is for the good of the industry," according to Emanuel Frisch, president. Frisch said that while a representative of his organization has been sitting in on the arbitration discussions, strictly as an observer, his group has not been invited thus far to partake in the industry meet.

High on the agenda of the ITOA meeting yesterday was the subject of arbitration upon which Max A. Cohen, ITOA representative, reported to the membership. Another important topic was subscription television and ITOA's plans to have members secure support from local business organizations, such as the Rockaway Businessman's Association which has passed a resolution opposing toll-TV.

Other topics which were discussed was the COMPO audience development program and the New York City five per cent admissions tax.

Ted Edwards' First

Ted Edwards, associate executive producer of Cambridge Productions, has announced that Loy Nilson, New York director, had been signed to direct "Deep Six," first of a series of feature films. Peg Shirley, TV actress, has been signed for a part in the same production and also for roles in several TV live and filmed shows to be produced by Cambridge.

Dominion Survey

Ontario Was Only Canadian Province to Give Tax Relief

Special to THE DAILY

TORONTO, April 19.—A survey by the Motion Picture Theatres Association of Ontario of the legislative results in the provinces has brought out that Ontario alone granted amusement-tax relief this year for exhibitors hardpressed by television competition even though this province had the lowest theatre-admission levy of all provincial governments.

It was pointed out that Western Canadian theatre owners, particularly those in Manitoba and Alberta, waged a vigorous campaign for tax reductions but the legislatures took no action.

In the 35th annual report of Famous Players Canadian Corp., president J. J. Fitzgibbons made the comment that, in addition to normal taxation usually paid by most other industries, the motion picture business was subject to the burden of the amusement tax, which had taken 11 cents out of each box-office dollar last year.

The amusement levy, which must be included in the admission price, had to be remitted to the tax-collecting authority, even by those theatres which are losing money, Fitzgibbons declared. He added that Famous Players, along with others would continue to make representations on the amusement-tax subject to the governments concerned.

Fitzgibbons reported that Famous Players and affiliated companies had paid $5,587,000 in amusement taxes during 1954, compared with $5,183,000 for income, real estate, business and other taxes and licenses, the tax total being $10,770,000. Incidentally, the circuit's financial statement showed a net profit of $3,384,825 for the year, approximately one-third of the tax bill.

Wage Law Extension Backed by Reuther

WASHINGTON, April 21.—CIO president Walter Reuther urged Congress to extend coverage of the wage-hour law "to the maximum number of persons which it is Constitutionally permitted to include."

Testifying before a Senate Labor Subcommittee, Reuther endorsed a bill by Sen. Lehman (D., N. Y.) which, according to labor experts, would take in all theatre circuits and very large individual theatres. The bill would cover any retail or service establishment with more than four outlets or more than $500,000 a year business.

The CIO official attacked Labor Secretary Mitchell for having been luke-warm in recommending extended coverage and for refusing to recommend coverage of large chains doing business within one state or for large individual retail and service firms.

Like AFL president George Meany earlier in the week, Reuther also urged an increase in the minimum wage from the present 75 cent figure to at least $1.25 an hour, rather than the 90 cents an hour proposal of the Administration.

Retain Jacobs Co.

Marilyn Monroe Productions, Inc. has retained the services of the Arthur P. Jacobs Co. as national public relations counsel for the recently organized company which will function in the field of television, motion picture and stage enterprises. Additionally, Marilyn Monroe Productions, Inc. is currently negotiating for a number of other business ventures not allied with the entertainment industry.

Drive-in Rejected

WASHINGTON, April 21.—The Commissioners in Prince Georges County, Maryland, turned down a rezoning request by exhibitor Sidney B. Lust aimed at permitting him to build a drive-in in Kentland. The rezoning was opposed by residents of the area.

Trust Law Statute On House Docket

WASHINGTON, April 21.—The House will take up early next week, probably on Tuesday, a bill to set up a uniform four-year Federal statute of limitations on private treble damage anti-trust suits.

The measure was cleared today by the House Rules Committee for House action next week.

At present, the time limit on treble damage suits is set by state law. The Judiciary Committee, in recommending the bill, pointed out that the time limits in present state laws average out between four and five years.

Distributors had originally sought a two- or three-year time limit, while exhibitors sought one of four years or longer.

Toronto WOMPI Elects Officers

TORONTO, April 21. — The Toronto branch of the Women of the Motion Picture Industry, recently organized with 60 or more members, has named the following officers:

President, Ann Kaplan, Canadian Paramount Pictures; vice-presidents, Gladys Rawnsley, United Artists, and Marjorie Wilson, J. Arthur Rank Organization; treasurer, Lillian Pooley, Canadian Paramount, and secretary, Marion Hertell of the head-office of Canadian Motion Picture Distributors Association.

The charter in the National Council of WOMPI is scheduled to be presented shortly at a dinner here with J. J. Fitzgibbons, president of Famous Players Canadian Corp., as guest speaker.

Start 'Pancho Villa'

Edmund Grainger Productions' first film for RKO release, "Treasure of Pancho Villa," began shooting yesterday on location in Cuernevaca, Mexico, locale of the adventure story. The SuperScope - Technicolor production stars Rory Calhoun, Shelley Winters and Gilbert Roland.

2-in-Booth

(Continued from page 1)

the machine. While exhibiting motion pictures, the operator shall devote his entire time and attention to that work. In any theatre where the equipment in the booth meets these requirements and is approved by an inspector, only one operator will be required, otherwise two operators shall be in attendance during the exhibition of motion pictures."

The existing law allows until the end of this year for complete elimination of nitrate film, but Ray Feeley, retiring executive secretary of Independent Exhibitors, Inc., of New England, warns that where nitrate film is used at all, two operators are still required. Edward Lider, president of IENE said of the commissioner amendment to the regulation, "it has been a long up-hill battle by the exhibitors of the commonwealth to have the burdensome and oppressive regulation lifted requiring two men in a booth. A lion's share of the victory goes to IENE, led by our former president Irving A. Isaacs."

Paramount Clarifies

(Continued from page 1)

Freeman acting for Paramount, conveys to Elliott Hyman's Associated Artists Productions the original negatives of 35 features produced by Pine-Thomas prior to Aug. 1, 1948. Although it was understood AAP intended to reissue some or all for theatrical distribution, no stipulation against their use on television was made.

Fox Screening Rooms To Get Altec Service

Consummation of a contract was announced yesterday by L. D. Netter, Jr., sales manager of Altec Service Corp., whereby Altec will provide technical services for sound equipment in 17 20th Century-Fox screening rooms throughout the United States.

Negotiated by Netter with E. McFarland, representing the Fox organization at the New York home office, the contract, effective April 1, calls for the services of Altec field engineers in connection with sound equipment in 17 screening rooms of Fox exchanges in key cities, together with the projection room on the sixth floor of the home office, and the two rooms used by Fox Movietone News, at the 10th Avenue studios.

The exchange centers involved are: Albany, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Detroit, Indianapolis, Milwaukee, Philadelphia, New Haven, Pittsburgh, Washington and New York City. Stereophonic sound equipment is in use in the majority of the Fox exchange screening rooms.

Swedish Picture To de Rochemont

"The Great Adventure," the first feature-length film by Arne Sucksdorff, Sweden's director-photographer, has been acquired for presentation in the United States and Canada by Louis de Rochemont Associates, it was announced by de Rochemont. The picture, a prize-winner at the Cannes Film Festival last year, is the first film to be distributed by the de Rochemont organization that was not made under the producer's auspices.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 80 NEW YORK, U. S. A., MONDAY, APRIL 25, 1955 TEN CENTS

Slow Response

See Confab Bid By Exhibition A 'Hot Potato'

Firms' Heads Reluctant To Discuss Invitation

By MURRAY HOROWITZ

Exhibition's bid for a round-table industry conference took on the nature of a "political hot-potato," as distribution circles at the weekend evidenced guarded reluctance to indicate any response to the joint Theatre Owners of America and Allied States Association proposal.

The development was highlighted by the weekend trip from here to the Coast of 20th Century-Fox president Spyros P. Skouras. While there, Skouras was scheduled to confer with distribution director Al Lichtman, presumably on the direct approach to company presidents. He is due to return here today.

At the weekend, a canvass of the companies disclosed the following:

MOTION PICTURE DAILY learned from the Coast that Warner Brothers president Harry Warner does not expect to attend the proposed conference, although there was no indication

(*Continued on page 7*)

See Delay of Pay-TV Meet

From THE DAILY Bureau

WASHINGTON, April 24. — A strategy meeting of the Exhibitors Committee Against Toll Television, originally scheduled for here Tuesday and Wednesday, will likely be postponed.

It was learned that Marcus Cohn, attorney for the group, has suggested

(*Continued on page 7*)

Five Films in Work At RKO Studios

From THE DAILY Bureau

HOLLYWOOD, April 24.—C. J. Tevlin, vice-president in charge of RKO studio operations, disclosed over the weekend that three major films are currently in production for distribution by RKO and that two more pictures will go before the cameras within the next two weeks.

All five of the productions are in

(*Continued on page 7*)

TEXAS INTERSTATE LAUNCHING NEW YOUTH PATRONAGE PLAN

Special to THE DAILY

DALLAS, April 24.—A plan to increase patronage of youths in the 12-through-17 years of age bracket by means of an intermediate price scale will be put into effect in May by Interstate Theatres of Texas, according to R. J. O'Donnell.



R. J. O'Donnell

The action by Interstate was inspired by the urging of Leonard Goldenson, president of American Broadcasting-Paramount Theatres, to encourage attendance of young theatregoers with a special price substantially less than the prevailing adult admission charge, O'Donnell said.

Some years ago Interstate adopted a "junior ticket" plan, but because of a Federal excise tax, plus some other problems including abuse of the plan by over-age patrons, it was dropped.

Goldenson felt, and Interstate has long been in agreement, that children and young people are among the movies' most faithful customers. However, regularity of attendance tends to lessen when the age of 12 is reached because of the big admission price increase, he explained.

Interstate believes that its new plan, nearing completion, will eliminate the "bugs" which plagued earlier ventures into the intermediate age price field.

Interstate's plan, briefly, is to recruit young theatregoers by issuing "movie discount" cards, which will entitle holders to reduced admission. privileges;

(*Continued on page 6*)

Father Duffy Post Asks FCC to Kill Pay-As-You-See TV

Father Duffy Post, Catholic War Veterans of America, speaking on behalf of hospitalized veterans in all parts of the country, has petitioned the Federal Communications Commission and Congress to refuse requests now pending before the FCC seeking approval of pay-to-see television programs using telecast channels now allocated to free TV.

In a resolution signed by Commander Vincent J. Tevnan and Ad-

(*Continued on page 3*)

Distributors Want New Trial of Miss. Anti-Trust Suit

From THE DAILY Bureau

WASHINGTON, April 24. — Spokesmen for the distributors urged the Supreme Court not to overturn a Circuit Court decision ordering a new trial in a treble damage suit originally decided against them.

The suit was brought by Joe Applebaum and Bertram E. Simms, partners operating the Center theatre near Greenville, Miss. They sued Paramount-Richards Theatres, Inc.,

(*Continued on page 3*)

TESMA Proposes

3% 'Off Top' on Percentage Deals for Refurbishing

Exhibition was urged to adopt a plan whereby "at least" three per cent of grosses on percentage films would be set aside for refurbishing, in an open letter by the Theatre Equipment and Supply Manufacturers' Association, released here at the weekend.

The letter, addressed to E. D. Martin, president of Theatre Owners of America, called upon exhibitors "to insist upon taking at least three per cent 'off the top' of your own gross on every picture you buy on a percentage basis."

Signed by TESMA's executive secretary Merlin Lewis, the letter went on to say by way of example "any 70-30-10 deal, or a 50 per cent deal, or any percentage deal that is made should be subject to the three per cent 'off the top' before any calculations are made for payment to the distributor."

Copies of the letter went to leaders

(*Continued on page 3*)

If Efforts Fail

Some in TOA Not Opposed To U. S. Relief

Attitude Based on Martin Statement of Last Week

By LESTER DINOFF

Some top echelon Theatre Owners of America leaders are not opposed to going to the Federal government for relief if other efforts, such as the industry round-table conference to discuss mutual problems, fail, it was indicated here at the weekend.

The stand was learned from a semi-official interpretation of TOA president E. D. Martin's press statement of last week (Wednesday) when the exhibitor leader, after an all-day meeting with top Allied States Association leaders in Chicago, said:

"We have great faith in the industry conference called by TOA and Allied and will make every sincere and honest effort to work for industry harmony and successful solutions to exhibitor problems. Short of this, the officers and directors of TOA will seek relief through any other means necessary."

TOA leaders said that Martin was

(*Continued on page 7*)

Loew 28-Week Net $3,274,451

Loew's, Inc., including theatre subsidiaries, at the weekend reported a net profit of $3,274,451 for the 28 weeks ended March 17. This is equal to 64 cents per share on 5,142,615 shares of stock outstanding, compared with $3,199,166 or 62 cents per share in that period of the previous year.

Gross sales and operating revenue

(*Continued on page 3*)

Frayne Tells SMPTE Of Engineers' Needs

From THE DAILY Bureau

CHICAGO, April 24. — President Dr. John G. Frayne, in some last comments before the closing of SMPTE's five-day convention here, warned that a nation-wide engineers training program is of major importance.

"With industry becoming more and

(*Continued on page 3*)

Personal Mention

GEORGE DEMBOW, president of National Screen Service, left here Saturday for London via B O. A.C. Monarch.

•

JAMES E. PERKINS, member of the board of Paramount International, left here for London yesterday via B.O. A.C.

•

STEPHEN BOSUSTOW, president of United Productions of America, and ERNEST SCANLON, president of the UPA board, have arrived in New York by plane from Hollywood.

•

SIDNEY L. BERNSTEIN, chairman of the board of the Granada Theatre Circuit of Great Britain, left here on Saturday for London via B.O.A.C.

•

ARTHUR ISRAEL, assistant to BARNEY BALABAN, Paramount president, returned to New York at the weekend from the Coast.

•

GEORGE GAUGHAN, field representative for Theatre Owners of America, left here over the weekend for Los Angeles by way of Memphis.

•

NORMAN W. ELSON, president of Guild Enterprises, left New York on Friday for Washington.

•

ROBERT SCHLESS, film export-import executive, left New York on Saturday aboard the "Andrea Doria" for Italy.

•

JULES LEVEY, independent producer and distributor, left New York by plane on Saturday for Paris.

•

AILEEN BRENON, of Brenon and Morgan Associates, left New York over the weekend for Spain.

•

JOE MANSFIELD, of the United Artists field exploitation department, has returned to Boston from Hartford.

Admission Tax Total $195,213,000 in 1954

WASHINGTON, April 24.—General admission tax collection in the 1954 calendar year amounted to $195,213,000, compared to $275,535,000 in 1953, the Internal Revenue Service has reported.

The bureau noted that the admission tax rate had been eliminated on some priced tickets and reduced on others effective last April 1. General admission tax collections include taxes on tickets to legitimate theatres, concerts, sports events and other entertainment as well as motion picture theatres.

Sinatra's First

Frank Sinatra has set "One Way Out," an original story by George Seaton and Robert Pirosh, as his first production through his newly-formed Oxford Productions under the terms of his deal with United Artists, it was announced by Sinatra and Robert S. Benjamin, chairman of the board of United Artists.

Pays Tribute to Associates

Arthur Loew Reviews His Studio Operations Study

From THE DAILY Bureau

HOLLYWOOD, April 24.—In a weekend tribute to the people behind the scenes in the making of Hollywood product, Arthur M. Loew, president of Loew's International, traced his findings during the six weeks that he has spent studying production as the representative of Nicholas M. Schenck, president of Loew's, Inc. He paid special tribute to the personal contribution made by his own studio executives; Dore Schary, Eddie Mannix, Ben Thau and J. J. Cohn.



Arthur M. Loew

"In the challenge of those changing times," he said, "every effort at our command is concentrated to the task of making only the kind of pictures demanded for profitable presentation in the world market. However, in any creative endeavor, whether the production of motion pictures, producing of plays, publishing of books, there is bound to be an occasional disappointment."

Scarcity of important story material, availability of fine writers and other top creative talents present very serious problems, Loew pointed out.

"Production of fine films, big films, is more difficult than ever before," he said. "Producers cannot make as many pictures as they may have been expected to produce in other years. This is true, also, of writers, directors, stars and other vital talents.

"But, while we may have fewer pictures, we must have bigger pictures, and in studying M-G-M's plans for the future I find great confidence that our traditional supremacy will remain unchallenged. On our program for coming production, we have properties that equal, if not exceed, the potential of many of our company's greatest box-office successes.

"M-G-M has invested fortunes in the production of its films but its policies have always been tempered by sound conservatism when considering new methods and techniques. It did not plunge headlong into sound, widescreen, or any of the other new trends without first undertaking exhaustive investigation and study. For that reason M-G-M considered carefully before entering into participation or so-called 'package deals' with independent producers.

"However, it is now believed that unusual properties are desirable as a supplement for our own product. Within recent weeks, negotiations have been completed for release by M-G-M of Samuel Goldwyn's production of 'Guys and Dolls'; negotiations are under way with David O. Selznick for distribution of films to be independently produced by him; we are participating with Desilu Productions in several films to star Lucille Ball and Desi Arnaz, first of which, 'Forever Darling', is soon to go into production, and arrangements have been made with Sol Siegel for his entry into production for M-G-M.

Makelim Awarded 'Peacemaker' Title

Hal R. Makelim's Atlas Pictures Co. was awarded priority rights to the title, "The Peacemaker," by the Motion Picture Association's Title Registration Bureau at an arbitration hearing for a title dispute between Makelim and Sam Goldwyn, Jr., it was announced at the weekend. Goldwyn, Jr., had sought rights to use the conflicting label, "The Deadly Peacemaker." Makelim, founder of the Makelim Plan for exhibitor participation in production and head of Makelim Pictures, Inc., presented his own case before the arbitration panel.

"The Peacemaker," a novel by Richard Pole about a gunman turned preacher, will be one of a group of three pictures which Makelim will put into production soon. According to the producer's contracts with exhibitors, he will supply them with 12 pictures annually at a rate of one a month.

Makelim left New York Friday for meetings over the weekend with exhibitors in Jacksonville and Atlanta.

U-I Foreign Meet Set for May 16

With 53 representatives from four continents attending, Universal-International's European sales conference will convene in Barcelona, Spain, on May 16 to take up work on an extensive agenda which includes the screening of the latest studio product, it was announced here at the weekend.

Universal Pictures president Milton R. Rackmil, executive vice-president and president of Universal International Films Alfred E. Daff, vice-president and foreign general manager Americo Aboaf and director of foreign publicity Fortunat Baronat are the delegates attending from the United States.

Special conferences guests who will actively participate in the sales meetings will be Far Eastern supervisor Arthur Doyle and Latin American supervisor Al Lowe.

Leading off the convention agenda will be the announcement of the winners of the 1955 Daff Drive, a 17-week global sales competition to be completed on April 30.

Arthur Levey Says Skiatron Is Paying Its Own Way Now

Skiatron Electronics & Television Corp., which has centered much of its efforts on the Subscriber-Vision system of subscription television now pending before the Federal Communications Commission, began to pay its own way in 1954, Arthur Levey, president, disclosed in the annual report.

Contributing to Skiatron's favorable financial position, despite very heavy expenditures for Subscriber-Vision, was an increase of about 100 per cent over the preceding year in deliveries or prototypes of classified devices to the armed services, Levey pointed out. During the first quarter of 1955, the company already has obtained assurance of contracts from the government amounting to more than the total received in all of 1954.

Big Fund for FCC Plea

A world-wide licensing agreement for utilization of the Subscriber-Vision system, made in 1954 with a group headed by Matthew Fox, television and motion picture financier, guaranteed advances of $300,000 to Skiatron for processing the petition to the FCC for commercial approval of Subscriber-Vision and for certain engineering developments. Fox's group was also required to meet a designated schedule for the installation of a minimum of 500,000 decoding units in homes in the metropolitan New York area and to place the system in commercial operation following FCC approval. In that event, Skiatron is to receive five per cent of the gross income derived from the public and certain possible royalties from the manufacturer of decoders.

Has Improved Decoder

The Subscriber-Vision decoder was improved to permit at least 30 programs to be received with the use of a single electronic decoding card, Levey said. This unit is believed to be the simplest and most economical subscription TV device yet developed, and is said to be a miracle of precision engineering, according to Levey. Tests of coding equipment continued into their fifth year over WOR-TV, New York.

Authorization of subscription television by the FCC could change the complexion of the entire entertainment industry, Levey said, and could result in the emergence of a new-growth industry.



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'Off Top'

(Continued from page 1)

of Allied States Association, Independent Theatre Owners Association and Metropolitan Motion Picture Theatres Association, the latter two of New York.

"TESMA has a selfish interest in a move such as is suggested," Lewis stated in his letter, "since it would, if successful, permit the average theatre to put aside capital reserves in sufficient volume to permit the refurbishing of theatres in the booth, on the stage, the seating . . . . so that theatres might be able to compete physically with the comfort of the TV viewer's living room."

Agrees With TOA

Lewis opened the letter by expressing "interest and satisfaction" with TOA's "Call to Action" statement, which contended that current rental terms have prevented the accumulation of exhibitor capital reserves so that newer and improved theatres might result.

Calling for adoption of the so-called "TESMA Three per cent Plan," the letter maintained that "the distributors could not deny you (the exhibitors) such a contract, without putting themselves in the position of forming the 'We Want It All' Club, membership in which, it is presumed, they all enjoy at the present time."

Lewis concluded his letter by asking for reaction of Martin and other exhibitor leaders to his suggestion.

Goldman Succeeds Feeley at N.E. Allied

BOSTON, April 24.—Carl Goldman has been appointed executive secretary of Independent Exhibitors, Inc., of New England, the local unit of national Allied, following the resignation of Ray Feeley, who held the post for nine years. Feeley recently acquired the operation and management of four independent theatres and the pressure of his exhibition duties, he said, has forced him to withdraw from his IENE position.

Goldman, 31, tendered his resignation as a booker at Affiliated Theatres Corp. in order to succeed Feeley around May 1.

In announcing the appointment, Edward Lider, president of Independent Exhibitors, said: "We are fortunate in being able to replace loyal and hard-working Ray Feeley with Carl Goldman who has had a broad background of experience in exhibition, who is aware of current industry problems and who knows the exhibitors from every state in New England. In his new full-time position as executive secretary, he will travel deep into the to the grass roots exhibitors."

Cohen, Schneider To WB Tokyo Meet

Wolfe Cohen, president of Warner International, will leave here tomorrow by plane for Tokyo, where he will preside over a meeting of the company's Far Eastern managers for the week beginning on May 1.

Samuel Schneider, Warner Bros. vice-president, also will leave by plane tomorrow to attend the Tokyo meetings.

Conclaves will mark the first time the company's Far Eastern managers have convened.

Review

"Seminole Uprising"

(Columbia Pictures)

AN action film following the formula pattern of Westerns dealing with the cavalry and the Indians is offered in this Sam Katzman production.

George Montgomery plays the hero, an Army officer who is believed to be half Seminole and a brother to a Seminole chief who has escaped from a Florida reservation and made his way to Texas, where the story takes place. Montgomery is assigned to Fort Clark where his old sweetheart, daughter of the Colonel, is located. She is now engaged to another officer, obviously a cad, who detests Montgomery.

The chief, Black Cat, has captured the wife and child of a rancher. Montgomery hopes to end the Indian forays by capturing the chief's family as hostages. The plan goes awry when his rival, in debt to the rancher, permits the latter to murder them in retaliation for his own family. Black Cat swears vengance and eventually captures the Colonel's daughter.

The finale finds Montgomery and his men riding into the desert after Black Cat and defeating him after a fierce battle. The other officer was to wait for him with water but deliberately drains the supply and is subsequently killed. Black Cat, in a gesture of peace, locates a water hole for the parched troops. It is then Montgomery learns that he is not really half-Indian, but was merely brought up by them.

For those who haven't been sated by films of this type, "Seminole Uprising" offers several exciting skirmishes, although much of the action looks like stock shots, for the color by Technicolor changes in quality and tone quite often.

Aside from Montgomery, there are no names of importance in the cast. Karin Booth plays the lady of contention, Steve Ritch the Seminole chief and Ed Hinton the jealous officer. The film was directed by Earl Bellamy. The screenplay by Robert E. Kent was based on the novel, "Bugle's Wake," by Curt Brandon.

Others in the cast include William Fawcett, John Pickard, Jim Moloney Rory Mallinson and Howard Wright.

Running time, 74 minutes. General audience classification. For May release.

Mississippi

(Continued from page 1)

and eight distributors — Paramount, Warner Brothers, Universal, United Artists, 20th Century-Fox, Loew's, Columbia and Republic. They claimed the distributors favored the Lake and Paramount Gulf Theatres over the Center.

The jury found for the partners, but the Fifth Circuit Court of Appeals dismissed the case against Republic and ordered a new trial for the rest of the defendants. It found that the jury had been influenced by a friend of one of the partners and by others not party to the case and had gotten information excluded from the court record as to offers to compromise the case. Applebaum and Simms then filed their appeal directly to the Supreme Court.

Urging the court to turn down the appeal, the distributors said the partners had passed numerous bad checks and had operated a losing proposition from the start. They declared the Circuit Court was right in ordering a new trial based on "the unusual and shocking conduct of the jury" and the "contradictory and prejudicial instructions" of the judge. But even without these, the distributors said, the decision in favor of the partners should have been reversed "because of the weakness of proof of conspiracy and because of the lack of proximate causation of damage to a venture foredoomed to failure because of its own inherent defects."

Loew's Net

(Continued from page 1)

for these 28 weeks of the current fiscal year amounted to $92,399,000 against $97,106,000 for the same period of the previous year.

Figures are subject to year-end audit and adjustments.

Duffy Post

(Continued from page 1)

jutant Charles P. Maruca, the Father Duffy Post declared "any system requiring payments by the viewer for watching television entertainment would tend to deprive thousands of hospitalized veterans in all parts of the United States of televised baseball, basketball, football, track and field and other contests, boxing and wrestling bouts, horse races and other sports events" and "all other types of television entertainment now available without charge to these hospitalized veterans and to the general public, as well."

The Post moved to have copies of the resolution sent to the New York City Council where a resolution introduced by Council president Abe Stark in opposition to pay-to-see TV is pending. Copies also were forwarded to the FCC and the New York State Congressional delegation.

Pointing out that the FCC is required to consider the "public interest" in reaching a decision on the current controversy the Catholic War Veterans Post declared that this "public interest" would best be served by placing no limit on use of the free airwaves.

Frayne-SMPTE

(Continued from page 1)

more complex, particularly in the motion picture field," Frayne declared, "the demands for engineers are growing."

He emphasized that such a program is vitally essential if the challenge to America's leadership in industry is to be met. He said that he discussed the groundwork for such a program with representatives of universities, labor unions, management, television and motion picture studios.

News Roundup

Cinerama Cited in Congress

A tribute to "This Is Cinerama," for its pro-American effect on Communistic personages who viewed it at the International Trade Fair in Damascus, Syria, has been entered in the Congressional Record by Rep. Frances P. Bolton, Ohio Democrat. The tribute to the film was contained in a letter to Mrs. Bolton from Henry A. Byroade, former Assistant Secretary of State.

■

Use Electronicam Tomorrow

Erwin, Wasey is the first advertising agency to sign with DuMont for experimental use of its new Electronicam, a camera that simultaneously transmits live television pictures while making regular motion picture film. Wasey tomorrow will use the new process for one of its clients, the Admiral Corporation, on Admiral's "Life Is Worth Living," with Bishop Fulton J. Sheen.

■

'Ziki Zula' to Mishkin

"Ziki Zula," an African adventure feature, depicting a white woman's search for gems in a jungle wilderness, has been acquired by William Mishkin of New York City for national release. Mishkin intends to stateright the picture in all territories except New York, which he will handle himself.

■

'Orleans' Here April 29

"New Orleans Uncensored," Columbia feature starring Arthur Franz and Beverly Garland, will open at the Palace Theatre here on April 29.

30 Dates in April For Fox's 'Violent'

Initiating the national release of "Violent Saturday" in CinemaScope, 20th Century-Fox has announced that the drama will open in 30 first domestic engagements during April.

Buddy Adler's first production for the company, starring Victor Mature, Richard Egan, Stephen McNally, Virginia Leith and Lee Marvin, opened Wednesday at the Kearse, Charleston; Palace, Rochester; Los Angeles, Loyola, Fox and Ritz, Los Angeles; and the California, San Diego; and Thursday at the Fox, Springfield, Mo.; and the Hippodrome, Cleveland.

Openings on Friday were the Lincoln, Springfield, Ill.; Fox, San Francisco, and Fox, Detroit. Other April engagements are as follows: Colonial, Akron, Saturday; Century, Buffalo, tomorrow or Wednesday; Carib, Miami, and Miracle, Miami, Wednesday; Indiana, Indianapolis; Orpheum, Wichita; Paramount, Toledo; and Paramount, Nashville, all on Thursday; and the Strand, Portland, Me.; Comerford, Scranton; Comerford, Wilkes Barre; Fox, Philadelphia; Victory, Evansville; Poli, New Haven, Bridgeport and Hartford on Friday.

"Violent Saturday" will bow in New York early next month.

BACKED B

the nation's greatest best seller!

one of the greatest all star casts ever!



STARRING

OLIVIA de HAVILLAND ▪ ROBERT MITCHUM

BRODERICK CRAWFORD ▪ CHARLES BICKFORD

$1,200,000.00 FOR ADVERTISING AND PROMOTION!

Watch for a barrage of national magazine ads . . . full pages in Life, Look, Collier's, Saturday Evening Post and 21 other high-circulation publications . . . readership of more than 300,000,000!

Watch for sure-to-be-talked-about posters . . . strategically placed on highways from coast to coast!

Watch for advance newspaper ads in all key cities . . . including full pages in New York and Los Angeles . . . covering 636,000,000 readers!

Watch for a saturation radio and TV campaign!

Then watch the boxoffice!

STANLEY KRAMER Presents

NOT AS A STRANGER

. . . available for July

FRANK SINATRA • GLORIA GRAHAME

with MYRON McCORMICK • LON CHANEY • JESSE WHITE • Written for the Screen by Edna and Edward Anhalt • Based on the Novel by Morton Thompson • Music by George Antheil

Produced and Directed by STANLEY KRAMER

thru UA

In the THEATRE Equipment & Refreshment World . . .

. . . with RAY GALLO

THE Strong Electric Corporation, Toledo, has announced a new single-phase selenium plate rectifier developed "especially for drive-in theatres needing the most powerful projection arc lamps but to which three-phase current is not economically available." The rectifier is designed to meet the requirements for operating projection arc lamps burning 10mm and 11mm standard high-intensity carbons and 10mm "Hitex" carbons. It has moisture-proof selenium units, a remote control relay, an air-flow protective device and a large fan ventilator. Taps provide adjustment to compensate for supply voltage variations through a range of 10% above or 10% below the rated a.c. input voltage throughout the output rating range.

•

The radiant Manufacturing Corporation's 1955 line of projection screens, together with a new variable anamorphic lens, will be introduced to the European market at a trade show in Paris in May—the "Biennale de la Photo et du Cinema." The Chicago firm reports it will occupy large exhibit space at the Grand Palais in Paris to show its newly designed tripod screens —the "Colormaster," "Champion" and "Leader"—its new wide-screens for amateur and commercial projection and its "Superama" commercial theatre wide-screens.

•

A new, fully illustrated 60-page catalog has been issued by the American Playground Device Co., Anderson, Ind., showing its complete line of playground and picnic equipment for drive-in theatres. Included is a section on planning playground areas to approved specifications.

•

The "Oscar" for the best achievement in sound recording during 1954 presented to Universal-International by the Academy of Motion Picture Arts and Sciences for "The Glenn Miller Story" marked the 22nd time that a Westrex-recorded film has been so honored. (The award has been established 25 years.) Columbia Pictures also used Westrex equipment to re-record "On the Waterfront," which received the "Oscar" for the best picture of the year. The original recording of the latter picture was made in New York City by Westrex Corporation's recording licensee, Telescriptions, Inc., under the supervision of Murray Dichter on a Westrex 1135B magnetic recording system. The original magnetic recording takes were transferred by Dichter from a Westrex 1251/1469 re-recorder to 200 mil push-pull negative photographic area on the RA-1231C Westrex area recorder. Photographic prints were made from 200 mil push-pull positives for use in cutting and re-recording. The sound on the release prints was Westrex Area.

'Herald' Institute Reports

Exhibitors Turn to Single Features and Longer Runs

Exhibitors are turning to single bills and longer runs, adjusting operating policies to conform with the product shortage, according to conclusions of the third and final report in a study of the shortage by "Motion Picture Herald's" Institute of Industry Opinion. The report is published in the April 23 issue of the "Herald."

According to a survey, as a result of the shortage, or a corollary to it, exhibition has been forced to adjust operating policies in many directions with these results:

Twenty-eight per cent of theatres formerly using double features regularly have shifted to single features all or most of the time.

Over 45 per cent of all theatres now use single features exclusively and another 27 per cent play double only occasionally. Slightly less than 28 per cent play double features regularly.

The majority of theatres change programs three times a week but as many as 11 per cent of them now are forced to average runs of more than seven days, frequently under protest.

The average admission price is now almost 57 cents plus tax and the average on advanced admissions is as high as 78 per cent but many exhibitors now are refusing to advance prices.

Although a number of exhibitors say they have shifted to single bill policy from double bill practice, not all of them are happy over the change. Where reasons were indicated, they said either that there was not enough product available to continue double billing, or that high rentals were forcing them to play the bigger pictures too long, or that higher rentals had precluded buying double bills.

27% on Mixed Policy

The very large number of panelists, 27 per cent, who have adopted a mixed policy, playing the big pictures single and others double is significant. Also to be noticed is the fact that in small towns, presumably most of them without substantial competition, the single feature is most popular.

It is in the small towns, too, because the grossing potential is smaller, that the runs are proportionately shorter—a factor which the small exhibitors are vehemently telling the distributors, the report states.

A Louisiana exhibitor put it very clearly: "We normally book three pictures a week but bidding by three houses in a small town is too much. We have to run the pictures too long and pay too much rental. More product would eliminate this. Out of four pictures, 'Glenn Miller Story,' 'White Christmas,' 'Caine Mutiny' and "Magnificent Obsession,' only 'Glenn Miller' made a profit and that a very small one. Now we have 'Sign of the Pagan,' 'Vera Cruz,' 'Star Is Born,' 'Bridges at Toko-Ri' 'Far Country,' etc., that arc classed as supers in the 50 to 70 per cent class with extended playing time. Small independents are not allowed to run these pictures because they can't pay what the distributors want and make a profit. We need more pictures."

Says Bidding Hurts

An Idaho panel member wrote: "The present supply takes care of a small town with four changes a week. Where exhibitors are hurt is in bidding—or in splitting the product in towns with two or more theatres. Halve the present supply in a town of two theatres and there needs to be about double the present supply of product. All releases should not be counted either. Many are not worth a run even in areas where there are two or more theatres. For my area I need more suitable pictures for Saturdays—no crime, no sex—good clean action pictures of fair quality."

Although the averages show that most theatres across the country, except the big city first runs, try to maintain three changes a week, the Institute reports show a hectic booking situation with long runs on the bigger pictures alternating with three or even four changes a week and some double billing. One frequent complaint arises from this very fact —that the first runs milk the big pictures by extended runs, increasing the booking problem for the subsequent runs.

Most Play Extended Runs

Although many of them protested against it, almost all the panel members who reported said they played extended runs from "occasionally" to "frequently." These runs averaged seven days but some in the smaller theatres were 14 days and in the larger situations as high as 29 days.

'SAC' Sets Record At N. Y. Paramount

"Strategic Air Command," being presented in VistaVision on the "world's largest screen" at the New York Paramount Theatre, grossed $15,500 to set a new non-holiday opening-day record since the theatre changed to a straight picture policy in November, 1953, it was announced by Robert K. Shapiro, managing director.

The theatre management also stated that the second day's business was running approximately 25 per cent ahead of opening day.

L'Heureux to Legal Staff of TV Probe

WASHINGTON, April 24.—Senator Bricker (R., Ohio), ranking GOP member of the Senate Commerce Committee, announced the appointment of Robert L'Heureux as minority counsel for the committee's current television investigation.

L'Heureux, a Manchester, N. H., lawyer, has been on the staff of the Senate Banking and Commerce Committee for many years. Sidney Davis is the majority counsel for the commerce committee's television investigation.

O'Donnell

(*Continued from page* 1)

the laminated plastic, cards will be sold for $1 and will be good for one year from the date of issuance. The plan is a continuous one, with holders of cards allowed to purchase new cards at the end of each 12-month period until they reach their 18th birthday. And there will be a continual flow of potential new customers attaining the age of 12, O'Donnell said.

The card is expected to be especially desirable because it will provide reductions up to 50 per cent of adult admissions which the teenage group has been paying.

Aware that tens of thousands of "Movie Discount" cards might be sold throughout the circuit, a 12-months per year bookkeeping system is being set up to handle applications and renewals.

Advertising will point up the fact that the card will make it possible for the 12-through-17 year age group to see almost twice as many pictures at Interstate theatres for the same amount of money previously paid for adult priced tickets. Parents who give allowances to their children will be made cognizant of the savings they will derive as a result of the new plan, too.

Theatres to Get Manual

A special publicity and advertising campaign manual will be supplied each theatre in the circuit, giving managers the tools with which to dramatically and vigorously sell the unique plan. The campaign will not only introduce the plan but also will sustain it.

Following a one-week teaser campaign on theatre screens, in lobbies, through newspaper stories and radio spots, approximately three weeks before the end of school the entire state will be bombarded by a barrage of advertising, publicity and exploitation stunts, hitting simultaneously in all 21 towns of the circuit, O'Donnell said.

In preparation now are advance and current newspaper ads carrying application blanks. Additionally, application blanks will be available on thousands of heralds to be handed out in theatres and at schools. A novelty form of newspaper ad will be a four-column carton by a celebrated Texas newspaper cartoonist. It will be published in school papers and dailies, he explained.

The screens of a hundred theatres will sell the plan through animated advance and current trailers, which will be changed regularly. Colored 40x60 posters, hangers, streamers and stickers will bedeck the foyer, outer lobbies and marquees.

Radio and TV to Be Used

Unusual radio spot announcements will utilize the voices of well-known motion picture stars; and vocals, telops and announcements will be made on television.

O'Donnell, vice-president and general manager of Interstate, said he believed the plan will work to the mutual advantage of youths and theatres. "Youngsters will be given an opportunity to see more films, thus bringing heavier patronage to the theatres and instilling the moviegoing habit in an increasing number of people who will continue attending the movies after they reach 18 years of age," the theatre executive declared.

Some in TOA Not Opposed

(Continued from page 1)

expressing the feeling of some top exhibition leaders to the effect that a bid for U. S. government intervention may be used as a veiled threat to distribution for an improvement in the relationship with exhibition.

However, before any drastic action such as seeking governmental regulation is put into effect, as a last resort, TOA's officers and board of directors, who have operated the national association with a "Don't Call the Cops" theme, will have to meet and seriously discuss the move.

The interpretation of Martin's statement indicates that there has been a sharp change in sentiment among the group's leaders in dealing with distribution on trade practices.

Opposed by Goldenson, Fabian

A number of top TOA leaders, heads of national theatre circuits, such as Leonard H. Goldenson of American Broadcasting-Paramount Theatres and Si Fabian of Stanley Warner, have flatly gone on record as being in opposition to any exhibitor proposal to seek government regulation of film rentals.

At the 1954 annual convention of TOA in Chicago, the group's membership emphatically rejected Allied States bid for cooperation in the matter although the association approved a proposal of its own to "go to the government" for consent decrees review and authorization for divorced circuits to engage in film production.

TOA's official response to Allied last November, made by Mitchell Wolfson, co-chairman of the organization's finance committee, said in part: "We are very much opposed to governmental regulation of distribution in the event trade reforms are not in evidence. Their plan speaks of regulation but invites regimentation."

Wolfson was not in attendance at last week's meeting at the Hotel Morrison in Chicago when a TOA committee, composed of Martin, Walter Reade, Jr., Alfred Starr and Myron Blank, met with a committee from national Allied consisting of Ruben Shor, Ben Marcus, Ben Berger and Jack Kirsch to discuss mutual exhibition problems. Following the meeting, a joint statement issued disclosed that an invitation to the presidents of the film companies has been extended to attend a top-level conference on May 24 in New York.

Says TOA and Allied Agree

Martin also said in his statement that there "was complete agreement between TOA and Allied officials, a unanimity of thinking that film and sales policies were exhibitors' Number One problems and that every effort must be made to obtain relief from their present suppressed position."

The TOA president, who last Tuesday addressed the membership of the United Theatre Owners of Illinois in Peoria, prior to issuing his Chicago statement, said that a solution to exhibitor's problems and an effective arbitration system for the industry can not be built until distribution changes its "static national sales policies."

'Hot Potato'

(Continued from page 1)

whether he would send a representative.

Also from the Coast, it is reported that Herbert J. Yates, president of Republic Pictures, will be in the East during the period of the Allied-TOA meeting and will very likely attend the conclave.

Nicholas M. Schenck, president of Loew's-M-G-M, is not due to return to New York until May 1 and no answer from Loew's is expected until after his return.

Universal president Milton R. Rackmil is not expected in New York until Wednesday from the Coast and no response from Universal is slated until the latter part of the week.

Arthur Krim in Europe

The remaining company presidents, headquartered here or on the Coast, either declined comment or could not be reached. Robert S. Benjamin, United Artists board chairman, was included in the poll due to the absence of UA president Arthur B. Krim, now in Europe.

Some sales managers, queried as to their companies' reaction, with an obvious sense of relief said the joint exhibition bid "went over their heads" to the company presidents. They were reluctant to forecast what the presidents may decide after conferences with them and their respective legal departments on the joint exhibition request for an industry meeting in New York on May 24.

Questioned as to their feeling on Allied's opening move last week in Washington to obtain Governmental action on grievances, a number of sales managers reiterated their warnings that Allied is committing a "grave mistake."

One sales manager pointed to conditions in such countries as Italy, Denmark and Belgium, where there is Governmental regulation of the industry. He contended it has proven bad both for the producer-distributor and the exhibitor. "If Allied wins," this sales manager warned, "exhibitors will wind up with having a Government checker at the box-office."

Another sales manager contended that if the Government enters the field of controlling distribution, it will be forced to enter the field of regulating exhibition, including admissions.

Pay-TV Meet

(Continued from page 1)

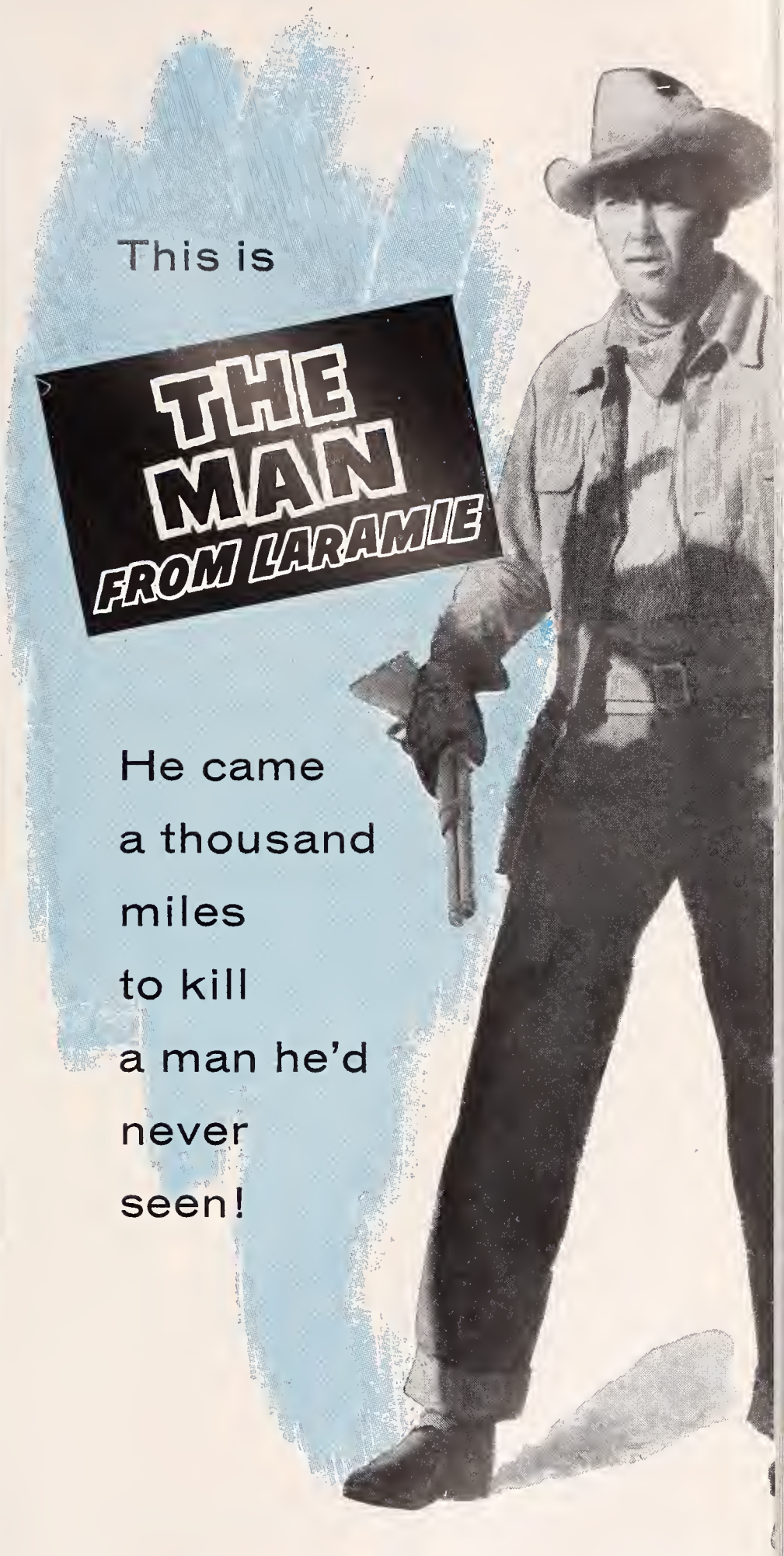
the meeting be delayed in view of the Federal Communications Commission decision last week to postpone from May 9 until June 9 the deadline for filing public comment. The meeting was to have been held at Cohn's office to go over the comments to be filed by the exhibitors' committee.

RKO Studios

(Continued from page 1)

Superscope or CinemaScope medium.

The five pictures, Tevlin said, are "The Treasure of Pancho Villa," "The Boy and the Bull," "Bengazi," "Tennessee's Partner" and "Texas Lady." In preparation to follow these pictures are "Counterfeit," "High Destiny" and "Great Day in the Morning."



James Stewart in "The Man From Laramie" co-starring Arthur Kennedy, Donald Crisp, Cathy O'Donnell, Alex Nicol and Aline MacMahon with Wallace Ford • Screen Play by Philip Yordan and Frank Burt based upon the Saturday Evening Post story by Thomas T. Flynn • Directed by Anthony Mann • A Columbia Picture • A William Goetz Production in CinemaScope Color by Technicolor

N. S. S. INTRODUCES . . .

TRAVEL-AD



THE NEW MOBILE BANNER FRAME FOR CAR TOP ADVERTISING!

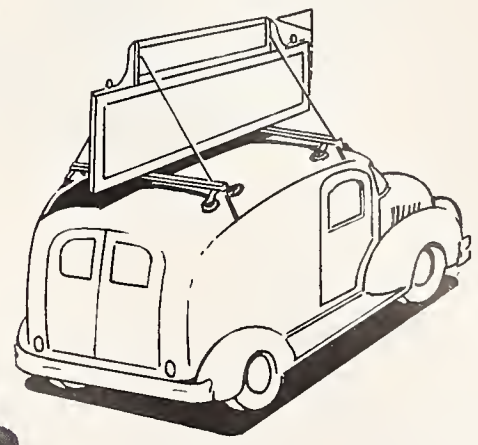
Now...with the revolutionary new N.S.S. TRAVEL-AD Banner Frame, you can have a fleet of "traveling billboards" constantly advertising all your attractions throughout your patron-pulling area!

Put them on top of your car, the cars of your staff and on trucks and cars of friendly cooperating merchants.

TRAVEL-AD is the eye-catching aluminum top-of-the-car frame for 24 x 82 banners, quickly and easily installed or detached from the roof of any hard top automobile.

Learn about the grand new inexpensive TRAVEL-AD plan that will "mobilize" your advertising! Great for drive-ins...and for conventional theatres, too!

For full details, fill out the attached coupon and mail—NOW! Or contact your nearest N.S.S. Exchange!





NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

Mr. George F. Dembow
National Screen Service
1600 Broadway, New York, N.Y.

I am interested in the N.S.S. TRAVEL-AD Banner Frame promotion. Please have your representative call or write to me with complete information.

NAME _____

THEATRE _____

ADDRESS _____

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 81 NEW YORK, U.S.A., TUESDAY, APRIL 26, 1955 TEN CENTS

Brylawski for Both

TOA, Allied To Argue Wage Bill Tomorrow

Will Ask Present Law Be Retained Unchanged

From THE DAILY Bureau

WASHINGTON, April 25. — A. Julian Brylawski, representing both the Theatre Owners of America and Allied States Association, will appear before a Senate Labor Subcommittee Wednesday morning in opposition to the Administration's recommendation that interstate theatre chains be covered by the Federal Minimum Wage Law.

Brylawski will argue that the present coverage situation, under which all theatres are exempt, should not be changed. Labor Secretary Mitchell earlier this month urged the labor subcommittee to cover theatre circuits doing business in more than one state. Some bills are pending before the subcommittee to cover any chain with

(*Continued on page 7*)

Allied Eyeing Foreign Field

From THE DAILY Bureau

WASHINGTON, April 25.—Allied States Association apparently is eyeing the possibility of tying in with overseas exhibitor associations. Abram F. Myers, Allied general counsel and board chairman, announced today that Julius M. Gordon, Allied secretary, had been appointed an official representative to attend the Cannes Film Festival, the regular meeting of Union Internationale de l'Exploitation Cinematographique in Paris and to confer with officials of the Cinematograph

(*Continued on page 7*)

Anti-Toll-TV Group Meets Today in D.C.

The Committee Against Pay-As-You-See TV will meet today at the Washington law office of its attorney, Cohn & Marks, to discuss the progress made in opposing subscription television and to map additional strategy, it was announced here. Attending the meeting will be Trueman Rembusch, co-chairman, Abram F. Myers, Julius

(*Continued on page 6*)

Schary Points to Peak

55 MGM Stories in Work

The Loew's M-G-M studio has 55 story properties in various stages of preparation, it was announced yesterday by Dore Schary, vice-president in charge of the studio, who is here from the Coast for home office conferences.



Dore Schary

Schary, referring the large number of properties in work, forecast the peak of production and employment at the studio will be reached in June.

Commented Schary: "Our story selection has been concentrated on assuring a stimulating diversification of pictures. I'm

(*Continued on page 6*)

Changes in Allied's Official Roster Are Revealed by Myers

From THE DAILY Bureau

WASHINGTON, April 25 — Changes in Allied States Association's official roster were announced here today by Abram F. Myers, the general counsel. These changes, Myers pointed out, have resulted since the board meeting in St. Louis in February when Ben Marcus retired as president in favor of Ruben Shor.

The new lineup is as follows:

Because Jack Kirsch will be mainly occupied with Allied's 1955 national convention and the Allied-TESMA-TEDA-IPA trade show, he has been relieved as regional vice-president. He

(*Continued on page 7*)

Tender Schwalberg Farewell Party

A farewell party was tendered to A. W. Schwalberg, retiring president of Paramount Film Distributing Corp., here yesterday by Paramount Pictures president Barney Balaban and other Paramount executives.

Just prior to the presentation of a scroll wishing Schwalberg luck in his future endeavors, Balaban in the key address lauded Schwalberg for his

(*Continued on page 7*)

Financial Survey Sees 1955 Gain in Attendance, Houses

Motion picture theatre attendance in 1955 may exceed a weekly average of 50 million and could approach 55 million, compared with about 49 million in 1954 and 46 million in 1953, an industry analysis by Standard & Poor's predicts.

Theatre revenues in 1955 could reach $1.3 billion, against $1.2 billion last year, the survey reports, attributing the gain to the "increased number of theatres now in operation." Financial results of theatre operators, however, "will continue to be restricted by higher film rental and other operat-

(*Continued on page 4*)

Revive Global Liaison Idea

British Exhibitors Ready Welcome for TOA's Reade

By PETER BURNUP

LONDON, April 25.—Cinematograph Exhibitors Association leaders reacted quickly to the news that Walter Reade, Jr., Theatre Owners of America board chairman, proposes visiting this country in May for conferences with executives here on "mutual industry problems." The Association's general council has a convening in London scheduled for Wednesday, May 11.

In their report to this week's council the officers say that they hope Reade will find it convenient to be here on May 10 for a preliminary meeting with the executives and to sit in at the Council's deliberations the next day.

The officers' report says that Reade will be made "very welcome"; adding "There is quite a lot happening at the present time in the U. S. A. on

(*Continued on page 7*)

Compromise Offer

Defense Dept. Again Rejects Clearance Plan

Splitting of First Run Films Reported Involved

The Defense Department has rejected another industry proposal for ending the competition of military post theatres with local privately-operated first-run theatres.

The plan had been submitted by the industry last week, it was learned yesterday, at the specific suggestion of Defense Secretary Wilson. The Defense Department's decision to reject this latest compromise offer by the industry made some industry officials feel that the department does not plan to accept any industry plan but rather to insist on maintaining the present situation.

The plan proposed that military and competing private theatres split the first-run product of each distributor each year. The Army and Air Force

(*Continued on page 6*)

SW's 26-Week Net $1,621,600

Stanley Warner Corp. and subsidiary companies yesterday reported for the 26 weeks ending Feb. 26, an operating profit of $3,648,300, before losses arising from the sale of fixed assets and provisions for contingencies and Federal and Canadian income taxes. The losses on sales of fixed assets were $176,700, the provision for contingencies $25,000 and the provision for Federal and Canadian income taxes $1,825,000. The net profit after all charges is $1,621,600, equivalent to 73 cents per share on 2,208,680 shares

(*Continued on page 4*)

C. S. Chaplin Heads Canadian MPDA

Charles S. Chaplin, Canadian manager for United Artists, has been elected president of the Canadian Motion Picture Distributors Association, which is composed of the Canadian general managers of motion picture distributing companies.

Veteran of 25 years in the motion

(*Continued on page 6*)

Personal Mention

WILLIAM J. HEINEMAN, United Artists vice-president in charge of distribution, has left New York for London and the Continent.

•

D. IRVING LONG, president of the Fourth Avenue Amusement Co., Louisville, is the father of a daughter born to MRS. LONG at the Norton Memorial Infirmary there.

•

HARRY F. SHAW, division manager of Loew's Poli-New England Theatres, has returned to New Haven with MRS. SHAW from a South American cruise.

•

HOWARD DIETZ, M-G-M vice-president in charge of advertising-publicity, has returned to New York following a vacation.

•

HAROLD MIRISCH, Allied Artists vice-president, will leave Hollywood today for New York, en route to London.

•

GEORGE STECK, Westrex Corp. assistant radio manager, has left New York by plane for Colombia and other countries of South America.

•

EARL I. MCCLINTOCK, member of the Paramount board of directors, is scheduled to arrive here from London today via B.O.A.C. Monarch.

•

ROBERT W. COYNE, special counsel to the Council of Motion Picture Organizations, left here yesterday for Marion, O.

•

EDWARD E. SULLIVAN, 20th Century-Fox publicity manager, returned to New York yesterday from Cuba.

•

ALFRED HITCHCOCK will leave Hollywood on Friday for New York, en route to London.

•

ANTON DOLIN, British actor, returned to London from New York yesterday via B.O.A.C.

'SAC' in Weekend Record at Para.

"Strategic Air Command" in its first weekend at the N. Y. Paramount Theatre shattered the picture-policy record of the theatre established last fall by "A Star Is Born," according to Robert K. Shapiro, managing director of the Times Square playhouse. The new VistaVision production grossed $22,000 on Saturday and $19,500 on Sunday. "A Star Is Born" grossed $19,500 and $18,900 for the same two days of its engagement, he said.

Bollengier Leaving UA; Was Treasurer

A. E. Bollengier, treasurer of United Artists since 1951, will be tendered a farewell luncheon at the Hotel Warwick here tomorrow, it was announced here yesterday. Bollengier is leaving the film distribution company to enter an endeavor outside the industry, it was said.

Thailand's Premier Praises U. S. Films

From THE DAILY Bureau

HOLLYWOOD, April 25. — The Thailand Prime Minister, Field Marshall P. Phibulsonggran, today told industry leaders attending luncheon given in his honor by the Association of Motion Picture Producers at the Paramount studio, "You send us not only pleasure and entertainment, but education as well. It creates greater understanding of your people by the citizens of Thailand, and strengthens already the warm friendship between our peoples."

Chromatic Elects 3 Vice-Presidents

Chromatic Television Laboratories, Inc. a 50 per cent-owned affiliate of Paramount Pictures Corp., has elected A. Crawford Cooley, Robert Dressler and Howard R. Patterson vice-presidents, it was announced by Richard Hodgson, president.

Chromatic is a research and development organization, whose main commercial program is the development of the "Lawrence tube," a single-gun color television picture tube.

The three newly appointed officers will continue to serve in capacities each has held for several years. Dressler becomes vice-president and remains director of research and development on the East Coast. Patterson becomes vice-president and continues as general manager of the West Coast development laboratory, Emeryville, Calif. Cooley becomes administrative vice-president, and continues as business manager of the West Coast operation.

Sinatra Wins Point In 'Waterfront' Suit

Beatrice Harman, representing Frank Sinatra, has been granted the right to inspect the books and records of the defendants in Sinatra's $500,000 damages suit against Sam Spiegel, American Pictures, Horizon-American Corp. and Horizon-American, Inc.

Sinatra charged that he had been hired to star in "On the Waterfront" in October, 1953, for which he was to receive $55,000 in cash and one per cent of the net gross, but that the agreement had not been fulfilled.

The defendants denied the charges, claiming that there had been no written agreement, and asked that the charge be dismissed. Judge Jacob Marowitz in N. Y. Supreme Court, however, granted Miss Harman, the right to inspect the defendants' books and records.

Higher Status to Adler

In addition to his activities as a 20th Century-Fox producer, Buddy Adler henceforth also will function as an executive on the staff of Darryl F. Zanuck, it was announced yesterday by Zanuck, who emphasized that the appointment does not alter the status of any other studio executive.

Universal's Sales Drive Ends Friday

Universal Pictures' 17-week "Charles J. Feldman Annual Sales Drive" will be concluded this week with what is expected to be one of the biggest week's business in company history, it was announced here yesterday.

Although the final results of the "Feldman" drive will not be known for several weeks, the leaders of the drive at the end of the 16th week were the Southern division headed by F. J. A. McCarthy, with the Western division of Foster M. Blake and the Eastern division of P. T. Dana virtually tied.

The district of Henry H. Martin, who headquarters in Dallas and supervises the Dallas, New Orleans, Oklahoma City and St. Louis branches, was the leading district with second place held by P. F. Rosian's district which includes the Cleveland, Detroit, Philadelphia and Pittsburgh exchanges.

At the end of the 16th week, the Seattle branch managed by Arthur Greenfield was in first place by a wide margin, with Jacksonville headed by Buford Styles, New Orleans headed by Charles R. Ost, Philadelphia managed by Edward Heiber and St. Louis managed by Harry Hynes, following in that order and virtually tied for second place.

Kodak 12-Week Net Put at $14,763,628

ROCHESTER, N. Y., April 25.—Sales and earnings of the Eastman Kodak Co. were the highest the company has had for a first quarter, Thomas J. Hargrave, chairman, and Albert K. Chapman, president, reported today. Consolidated sales for the 12-week period ending March 20, 1955, were $149,174,688, an increase of 13 per cent over the $131,898,664 for the same period in 1954.

Consolidated net earnings for the first quarter were $14,763,628, an increase of 20 per cent over the $12,297,275 for the first quarter of 1954. The quarterly earnings were equal to 84 cents a share on 17,403,168 common shares outstanding at the close of the quarter, March 20. The per share earnings compared with 70 cents a share on 17,401,210 common shares outstanding in the first quarter of 1954.

Earnings before taxes were $33,246,604, up 24 per cent from the $26,880,520 in the 1954 first quarter.

Dividends declared in the first quarter were $1.50 on the preferred and 50 cents on the common shares.

Lait East Next Week For Pickman Talks

HOLLYWOOD, April 25.—George Lait, former director of publicity at the Columbia Pictures studio, will leave here by plane next week for conferences with Paramount's Jerome Pickman on a new post in which Lait will handle special exploitation on individual attractions starting with "Ulysses."

Lait thereafter will report to Teet Carle, publicity director at the Paramount studio.

United Jewish Appeal Sets May 24 Tribute To Albert Warner

Major Albert Warner, vice-president of Warner Brothers, has been selected by the steering committee of the motion picture and amusement division of the United Jewish Appeal of Greater New York to be the guest of honor at the annual industry-wide UJA luncheon on May 24 at the Hotel Pierre here.



Albert Warner

The announcement was made by Adolph Schimel, vice-president, general counsel and secretary of Universal Pictures, the division's 1955 chairman.

In announcing the designation of Major Warner as the recipient of UJA's tribute, Schimel stressed the gratification of the steering committee in prevailing upon Major Warner to accept this honor after he had declined any tributes for his charitable endeavors for many years. He said:

"For more than a quarter of a century, Major Warner with his brothers, Harry and Jack L., have been leaders in their communities in all charitable and humanitarian causes seeking the betterment of the spiritual and economic lot of mankind.

"Major Warner has been especially active for many years as one of the leaders in the motion picture and amusement division's UJA activities."

Tax-Free UHF Sets Urged by TV Mfrs.

WASHINGTON, April 25.—Television set manufacturers have agreed that the best way to stimulate production of all-channel TV sets, capable of receiving ultra-high-frequency broadcasts, would be to exempt such sets from the 10 per cent Federal excise tax on all television sets.

The manufacturers met with Senate Interstate and Foreign Commerce Committee chairman Magnuson (D., Wash.) to discuss ways of promoting the production of all-channel sets. The manufacturers showed almost complete unanimity, Magnuson later reported, that tax exemption for these sets would be effective, since the exemption would be just about sufficient to eliminate the price differential now existing against such sets.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
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"THE GLASS SLIPPER"
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Leslie CARON • Michael WILDING
An M-G-M Picture
and THE MUSIC HALL'S GREAT
EASTER STAGE SHOW

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People

Clem Stigdon, formerly director and writer on the staff at RKO-Pathe in New York, has been appointed manager of film production for CBS TV.

¤

William F. Blowitz has been retained as West Coast publicity representative for Stanley Kramer's "Not As A Stranger," forthcoming United Artists release, it was announced here by UA.

¤

Robert F. Blake, former director of publicity for NBC's owned-and-operated stations division, has been appointed to the newly created post of manager of special projects of the CBS Television press information department.

¤

B. E. Hoffman of the Connecticut Theatres Circuit, New Haven, has received an award of merit for distinguished service and leadership in the United Jewish Appeal campaign from the Connecticut Conference of Jewish Communities.

¤

Alfred Hitchcock's "Rear Window" has been chosen as the outstanding mystery motion picture for 1954 by the Mystery Writers of America. The citation given the Paramount feature is known as the Edgar Allen Poe Award.

¤

Buddy Baer has been signed by **Cecil B. DeMille** for the role of Mered in "The Ten Commandments," dramatization of the life of Moses.

¤

Jack Bruckner, former Columbia salesman in Cleveland, has formed Theatre Management Co., thereby becoming the third booking agency to operate in the Northern Ohio area.

John Daly to Salute Rogers Hospital

The amusement industry's Will Rogers Memorial Hospital and Research Laboratories will be the subject of the John Daly—"Who Said That?" television program on May 18, over the facilities of ABC-TV network.

Arrangements for this benefit show were made by Gene Picker of Loew's Theatres, fund raising and finance chairman for Will Rogers, and Bob Weitman, vice-president of the ABC-TV network.

In accepting this ABC-TV cooperation, Picker observed that "Will Rogers Hospital is operated by and for all members of the entertainment industry. It provides tuberculosis research—which benefits everyone concerned with combating the disease—and care and treatment without charge to any individual or family in the industry who needs it, regardless of his position, and whether he is in television, the theatre, motion pictures, or any other phase of entertainment."

Reviews

"I Cover the Underworld"

(Republic)

THE theme of a good twin and a bad twin has been taken by writer John K. Butler who makes one of the twins a divinity student and the other a notorious racketeer. He has mixed in a sweet young girl and a hardboiled moll and has come up with a predictable gangster melodrama.

"I Cover the Underworld" has some inherently exciting moments, but director R. G. Springsteen never takes full advantage of them. They appear too rarely and disappear too quickly. Undiscriminating audiences may get a few thrills from it.

Sean McClory (the mad killer in "Ring of Fear") plays the leading roles, using gentle tones for one, gangster's colloquialisms for the other. The latter is due to be paroled from prison after a five-year term and the police are positive that upon his return, heavy violence will result between rival gangs. The divinity student proposes to impersonate him and thus get evidence to break up the gangs and the rackets they run.

Although he's accepted at first by his "crew," he inevitably slips up on minor details. Before their suspicions are aroused, however, he works out a plan to merge all the racketeers into one "corporation" and thus get all their records together for the police.

The crook's girl friend is the first to suspect and when the real one breaks out of jail, it looks rather ominous for the hero. But he's extricated from everyone's clutches in the finale and his brother is killed mistakenly by one of the mobsters.

McClory is adequate, while the best performances are given by Lee Van Cleef and James Griffith as the henchmen. Ray Middleton, the erstwhile singer, plays the police chief and Joanne Jordan and Jaclynne Greene represent the righteous and the evil in womanhood. William J. O'Sullivan was associate producer.

Running time, 70 minutes. General classification. For April release.

"Kiss Me Deadly"

(Parklane-United Artists)

THE exploits of the fictional private eye, Mike Hammer, are presented here in a super-Superman sort of story mixed in with a tangled burlesque of a standard cops and robbers formula. Apparently Mickey Spillane's literary efforts do not translate to the screen very well.

Spillane's notorious brutalities seem forced and artificial, and the action is so disconnected as to leave an impression of nightmarish non-sense. The picture is exploitable on the reputation of the author and his books.

In this episode of the Hammer epic he tangles with gangsters in the employ, apparently of a foreign espionage agent, the object being a mysterious box containing an extremely valuable substance, presumed to be, from its behavior, a sort of atomic fire-bomb. Along the way he meets mysterious girls who invite him to dally, or who get murdered by automobiles, gun shot, or fire; is beaten up and in turn beats up odd characters at every turn, seems occasionally to be blunderingly on the side of the FBI, and finally rescues his more or less permanent girl friend from the clutches of the gangsters and from a holocaust of fire set off by the agent's murdering girl friend.

The cast, led by Ralph Meeker in the role of Hammer, gets beaten up or murdered as the case may be, gracefully enough. Production and direction by Robert Aldrich is the best that could be done with the material.

Running time, 105 minutes. Adult classification. For May release.

NW Exhibitor Fights 5% Admission Tax

RAYMOND, Wash., April 25. — Raymond's city commissioners have ignored the plea of the city's only theatre operator, for reconsideration of an "unfair and impossible" five per cent city admission tax.

Calling his operation typical of small-town theatres, Dwight Spracher, Seattle theatre executive who counts the Raymond Theatre among his holdings, said the tax burden was an impossible load for an already-hard pressed business.

The competition of television and rising of fixed costs have damaged the small-town theatre industry seriously in recent years, he said. In Washington cities admission taxes have been reduced to lighten the burden on struggling theatres, the Commission was advised.

The Raymond Theatre has operated in the red for the past four years, although the addition of CinemaScope cut losses in '54 to $3,700, Spracher said. Only the fact that his drive-in theatre holdings were prospering kept the Raymond Theatre open, it was declared. He told the commission that it was apparently determined to destroy the cinema in Raymond.

Eastman Creates New Sales Division

ROCHESTER, N. Y., April 25.—Two executive appointments in the sales department of the Eastman Kodak Co., one involving the creation of a new sales division, were announced here.

Myron L. Kerney has been appointed manager of the new amateur film sales division. Charles J. McNary, formerly of Arlington Heights, Ill., has succeeded Kerney as manager of amateur accessories sales. Both are located at Kodak office here.

The amateur film sales division will be responsible for the sale and promotion of Cine-Kodak amateur movie film and roll film, both color and black-and-white.

Columbia in Mass Bookings of Two

PITTSBURG, April 25.—One of the biggest mass runs in Western Pennsylvania film history will take place this week when Columbia sends "Cell 2455, Death Row" and Seminole Uprising" into 30 houses first-run this week. Another additional 100 houses will feature the same double bill the following week.

Survey

(Continued from page 1)

ing costs," it is further pointed out in the analysis.

"Earnings of leading producers may moderately extend the gains registered in 1954, partly reflecting increased remittances from abroad. Future profits will depend basically on the producers' ability to provide pictures that appeal to the film-going public at a reasonable cost," the survey finds.

It places the number of theatres in operation at "around 19,000," including 4,100 drive-ins. It predicts 4,500 drive-ins will be open by August. The survey also expects admission prices to "probably average slightly higher" this year.

Seen Important in Future

Of the companies' current and new television film activities, Standard & Poor's survey finds that "immediate benefits for most companies from these activities will probably be relatively small but they could become important in a few years. It is problematical whether subscription television will become significant."

The survey also finds that film stocks should be attractive for the short term investor but that color television and toll TV developments make the long term picture unclear. It adds that, "In any event, dividends could be increased by many (film) companies."

SW Net

(Continued from page 1)

of common stock outstanding. The figures for the six months ending Feb. 26, include operations of International Latex Corp. which was acquired on April 30, 1954.

For the 26 weeks ending Feb. 27, 1954, the operating profit was $2,030,800 before profit on the sale of fixed assets and provision for Federal income taxes. The profit arising from the sale of fixed assets was $20,600, the provision for contingencies $75,000 and the provision for estimated Federal income taxes $785,000. The net profit after all charges for those 26 weeks was $1,191,400, equivalent to 50 cents per share on the 2,367,696 shares of common stock then outstanding. The provision for Federal income taxes for the period reflected a reduction of income taxes in the amount of approximately $350,000, arising from sales of real estate, losses for which were provided in a prior fiscal period.

President Would End U.S.-Italy Rental Tax

WASHINGTON, April 25.—President Eisenhower has submitted to the Senate for ratification a tax treaty with Italy. The treaty exempts United States film rentals in Italy from the Italian income tax and Italian rentals here from the United States tax.

The exemption would be effective as of Jan. 1, 1955, if the Senate ratifies the treaty this year.

S-W Dividend

The board of directors of Stanley Warner Corp. has declared a dividend of 25 cents per share on the common stock payable on May 25 to stockholders of record on May 4, it was announced here yesterday.

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Anti-Toll TV

(Continued from page 1)

Gordon, John V. L. Hogan, engineering consultant; Dallas Smythe economic consultant; Philip Harling, Marcus Cohn, legal advisor; Don Walsh and Robert Taplinger of Taplinger & Associates, public relations counsel.

In the meantime, the Columbia Broadcasting System has announced that two spokesmen and six panelists will discuss the pros and cons of subscription television in a special 45-minute coast-to-coast program on CBS-TV, Sunday, May 1, 5:15-6:00 P.M., EDT.

Spokesman for subscription television is W. Theodore Pierson, Washington counsel for Zenith Radio Corp., who will be questioned by the following, who are against toll-TV: Rembusch, co-chairman of the Committee Against Pay-As-You-See TV; Leon P. Gorman, Jr., general manager and part owner, WABI and WABI-TV, Bangor, Me., who is chairman, New England Broadcasters for Free Television, and Sherwood Dodge, vice-president and general manager, Foote, Cone & Belding advertising agency.

Sholis for the Negative

Spokesman against subscription television will be Victor Sholis, vice-president and director, WHAS, Louisville, Ky. Sholis will be questioned by the pro-subscription television panel, including Dean James M. Landis, general counsel, Skiatron Electronics and Television Corp.; Ralph Bellamy, actor-president of Actors' Equity Association, and Elfred Beck, owner, KCEB, Tulsa, Okla.

This special program, which will explore both sides of the subscription television issue, has been arranged by the CBS Public Affairs Department after the exhibition committee had strenuously objected to the handling of the toll-TV issue on the "Omnibus" television show a number of weeks ago.

The program moderator of the discussion show will be Dwight Cooke.

C. S. Chaplin

(Continued from page 1)

picture industry, Chaplin is vice chairman of the Canadian Motion Picture Industry Council and has been chairman of the motion picture section of the Community Chest for the past four years. He is also a member of Empire Lodge, B'nai B'rith, the Toronto Board of Trade, Variety Club, Tent No. 28, and the Canadian Motion Picture Poineers.

Chaplin started in the motion picture industry as office boy for United Artists in Toronto in 1930. He became UA booker in St. John from 1933 to 1935 and branch manager from 1935 to 1940. He served as branch manager in Montreal from 1940 to 1945 and was appointed Canadian general manager for United Artists in June, 1945. He has his headquarters in Toronto.

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Television--Radio

with Pinky Herman

AS a special public service, CBS-TV will Coast-to-Coast a debate on subscription TV Sunday from 5:15-6:00 P.M. (EDST) between the pro panel, consisting of Ralph Bellamy, L. Fred Beck (KCEB, Tulsa), Dean James M. Landis (general counsel for Skiatron) and headed by W. Theodore Pierson (Zenith Radio) and opposing panel, headed by Truman Rembusch and including Leon P. Gorman, Jr. (WABI-TV), Sherwood Dodge (Foote, Cone & Belding) and Victor Sholis (WHAS, Louisville). . . . Grey, great and gracious Ethel Barrymore will be at home in Pacific Palisades, California, Friday, May 6, for Ed Murrow's "Person to Person" CBS telecast. . . . The Mystery Writers of America, at their tenth annual party last Friday at the 21 Club in Gotham awarded an "Edgar" (Edgar Allen Poe Award) to Gore Vidal for his TV adaptation of William Faulkner's short story "Smoke," which was telecast May 4, 1954, on the "CBSuspense" program. . . . The Channel 9 camera crew, responsible for televising the thrilling "Giants-Dodgers" battle Sunday, rate a low bow for 'catching' every important play in the "stranger than fiction" contest.

☆ ☆ ☆

Shooting of Jackie Gleason's forthcoming "The Honeymooners" teleseries, featuring Audrey Meadows and Art Carney will start end of June in New York and will commershill for Buick Motors October 1. Incidentally, J. G. will visit Jack Benny on the Waukegan Kid's final TV'er of the season for Lucky Strike this CBSunday. . . . Bill Cullen will again resume his weekly Coast to Coast commuting when "Place the Face," which originates in Los Angeles, takes over half of the Milton Berle-Martha Raye NBCommencing June 28. . . . Deejay Mark Hamilton, whose "Country Jamboree" platter MBSessions for the U. S. Army makes for easy listenin', is back from Nashville where he taped interviews with "Grand Ole Opry" stars. . . . WNAC-TV in Boston, not only signed a record syndication deal with Television Programs of America for the existing 52 episodes of the "Ramar of the Jungle" teleseries for $100,000 but Jimmy Pike has made a firm commitment to buy every "Ramar" film producer Leon Fromkess makes for TPA. . . . Here's one for the book: the May 4 "Best of Broadway" all-colorcast (CBS-TV) of the Philip Dunning-George Abbott stage hit of 1926, "Broadway," will attempt to play down the 'color' scenes in order that the black and white settings (designed in different shades of grey) might more forcibly depict the stark, grim drama of the New York gangster era. Joe Cotten, Piper Laurie, Keenan Wynn, Gene Nelson and Akim Tamiroff will be featured.



Jackie Gleason

☆ ☆ ☆

Robert Q. Lewis' CBSigning of Betty Clooney to trill on his daily TV'er (2:00-2:30 P.M.) reminds us of another Clooney who received her first TV break from Robert Q. when she left the Tony Pastor Orchestra back in 1950. First lark's name is Rosemary—Betty's sister. . . . Nelson Case, after licking the yellow jaundice virus, back to his announcing chores on the daily soaperas, "Backstage Wife" and "Road to Life." . . . Under the direction of Duke Godstone, a new series of half-hour telefilms, starring Ina Ray Hutton and her all-girl aggregation, will go before the cameras May 5 at the Gross-Krasne Studios in Hollywood. This marks the fifth new Guild Films package to go into production since January 1, the other four being "The Goldbergs" (starring Gertrude Berg), "I Spy" (starring Raymond Massey), Paul Coates' "Confidential File" and "Brother Mark" (starring Richard Kiley). . . . CBS-TV will present a picture of "Man Against Time," Saturday (4:45 P.M., E.S.D.T.) when a field of top milers, including Wes Santee, will attempt to smash through the four-minute-mile barrier in the 46th annual Drake Relays at Des Moines, Iowa.

☆ ☆ ☆

Rocky Graciano wants Marlon Brando (whom he first met some years ago at Stillman's Gym) to portray him in the film version of his life story, "Somebody Up There Likes Me." Brando's only TV appearance, incidentally, took place five years ago in a prize-ring story, "Come Out Fighting." . . . John F. Dulles, Harold MacMillan and V. Molotov, will appear next week on Peter Arnell's ABC-TVehicle, "The Name's the Same." The namesakes of the Foreign Ministers of the U. S., England and the Soviet Union, are an insurance agent, farmer and steel worker, respectively.

Defense Dept.

(Continued from page 1)

Motion Picture Service was to work out details with each distributor in each area.

The industry had earlier worked out an agreement with Deputy Assistant Secretary of Defense D. Walter Swan. Under that plan, private theatres were to play first-run films ahead of competing military theatres, and, in return, the industry agreed to liberalize the groups of people who could be admitted to post theatres. Several weeks ago, however, the individual armed services rejected this plan at a large industry-military meeting at the Pentagon.

Division Suggested

At that meeting, Wilson asked why the military and private theatres could not divide up the first-run product. The industry agreed to try to work out the details of such a plan, and submitted a proposal along this line last week. The Defense Department's rejection of the plan was reported here yesterday.

In Washington, A. Julian Brylawski, who has briefed the press on previous negotiations with the Pentagon, confirmed that the Defense Department had turned down the split-product offering and "is apparently going to insist on the status quo." He said that he could not see any other steps that the industry could take to work out a solution with the Pentagon.

MGM Stories

(Continued from page 1)

highly optimistic that it will have unusual interest and appeal for the constantly growing potential audience domestically and abroad."

Stepped up pre-production activity to implement the long-range program has brought over-all employment to an increasingly high level in recent weeks, he stated. Schary added that a total of 32 writers are currently at work on screen plays of 28 productions, the largest number in the past two years.

The list of 55 properties, Schary contended, "contains the most important single group of pre-sold best sellers, New York stage hits and literary classics ever planned for production by any company at any one time."

Four to Start in 6 Weeks

Within the next six weeks, he went on, four major pictures will go into production.

They are: "Dianne," adapted from the unpublished novel by John Erskine, starring Lana Turner and Pedro Armendariz, directed by David Miller, produced by Edwin H. Knopf, and written by Christopher Isherwood; "Kismet," adapted from the Broadway musical of the same title, starring Howard Keel, Ann Blyth, Delores Gray and Vic Damone, directed by Vincente Minnelli, produced by Arthur Freed, and written by Charles Lederer and Luther Davis; "I'll Cry Tomorrow," from Lillian Roth's nonfiction book of the same title, starring Susan Hayward, directed by Daniel Mann, produced by Lawrence Weingarten, and the screenplay by Jay Richard Kennedy, and "Jeremy Rodock," directed by Robert Wise, produced by Sam Zimbalist and written by Michael Blankford.

Changes

(*Continued from page* 1)

has been succeeded in this office by Ben Marcus who, on retiring from the presidency, volunteered to continue to work for Allied so far as his private affairs permit.

Irving Dollinger, having been elected treasurer of national Allied, in the official line, was relieved as regional vice-president, and former president Wilbur Snaper was named in his stead.

Berger Chairman

Benjamin Berger, already a member of the Emergency Defense Committee, was elevated to the chairmanship. Abe Berenson was relieved as a member of EDC and replaced by Glenn D. Thompson of Oklahoma. Berenson remains as a regional vice-president.

This is the official roster:

Regional Vice-Presidents

Area 1.—Wilbur Snaper: New England, Connecticut, New Jersey, Eastern Pennsylvania, Maryland.

Area 2.—Horace Adams: West Virginia, Western Pennsylvania, Ohio.

Area 3.—Ben Marcus: Indiana, Illinois, Michigan, Wisconsin.

Area 4.—Benjamin Berger: Iowa-Nebraska, Kansas-Missouri, North-Central, Mid-Central, Rocky Mountain.

Area 5.—Abe Berenson: Mid-South, Gulf States, Oklahoma, Texas.

Emergency Defense Committee

Berger, chairman; Adams, Dollinger, Kirsch, Marcus, Myers, Shor, Snaper, Thompson and Nathan Yamins.

Allied Committee on Toll-TV

(Also Allied's representatives on Joint Toll-TV Committee.

Trueman T. Rembusch, chairman; Gordon, Snaper and Myers, counsel.

Permanent Finance Committee

Morris Finkel, chairman; Adams, Gordon, Kirsch, C. Elmer Nolte, Jr., Shor and Yamins.

Caravan Committee

Leo Jones, chairman; Fred Harpst, Elmer Huhnke, Rembusch and W. A. Carroll, general manager.

Representatives on COMPO Executive Committee

Leon Back, Berenson, Berger, H. A. Cole, Marcus, Rembusch, Snaper and Yamins.

U.K. Welcome

(*Continued from page* 1)

which the opportunity for an exchange of views will be valuable to both parties, especially in view of reports of efforts on the part of American producers to raise the level of film hire considerably".

It was agreed that general council invite Reade to a luncheon.

The T. O. A. chairman is likely to have a busy time here. Exhibitors have been told that if any of them wishes to raise specific points with him they should put their questions down in writing and submit them to CEA's general secretary, Walter Fuller, in order that they may be collated and handed to Reade on his arrival here this week.

Expected here also in early May is Julius Gordon, secretary of Allied States Association of Motion Picture Exhibitors. He, too, will be entertained by CEA's general council.

Allied Board Meets Here on May 24-25

The regular spring meeting of the board of directors of Allied States Association has been scheduled for May 24-25 at the Hotel Waldorf Astoria in New York. The board session coincides with the proposed meeting date of Allied and Theatre Owners of America leaders with presidents of the distribution companies. The TOA-Allied group has asked for a May 24 session with the company heads.

TOA, Allied

(*Continued from page* 1)

more than four or five outlets or even any individual theatre grossing more than $500,000 a year.

This is one of the very rare occasions when a TOA official has been designated to speak for Allied States as well.

Allied Eyeing

(*Continued from page* 1)

Exhibitors Association of Great Britain and Ireland in London.

Myers said that for several years he had been in correspondence with exhibitor leaders in Great Britain, France, South Africa and India. Considerable information, he said, has been exchanged and "cordial relations have been created by correspondence." Allied, Myers reported, "has several times been invited to send a representative to exhibitor meetings in Europe and this year Allied is sending a good will ambassador abroad.

Reade to Europe as TOA Representative to CEA

Walter Reade, Jr., chairman of the board of Theatre Owners of America, is slated to leave here this week for the Cannes Film Festival and for a subsequent meeting with the Cinematograph Exhibitors Association in London. TOA made a preliminary study of a working arrangement with the CEA last summer when Alfred Starr, chairman of the executive committee, met with CEA leaders in London.

Whether TOA and Allied will work jointly or individually with the British organizations on mutual problems has not been clarified.

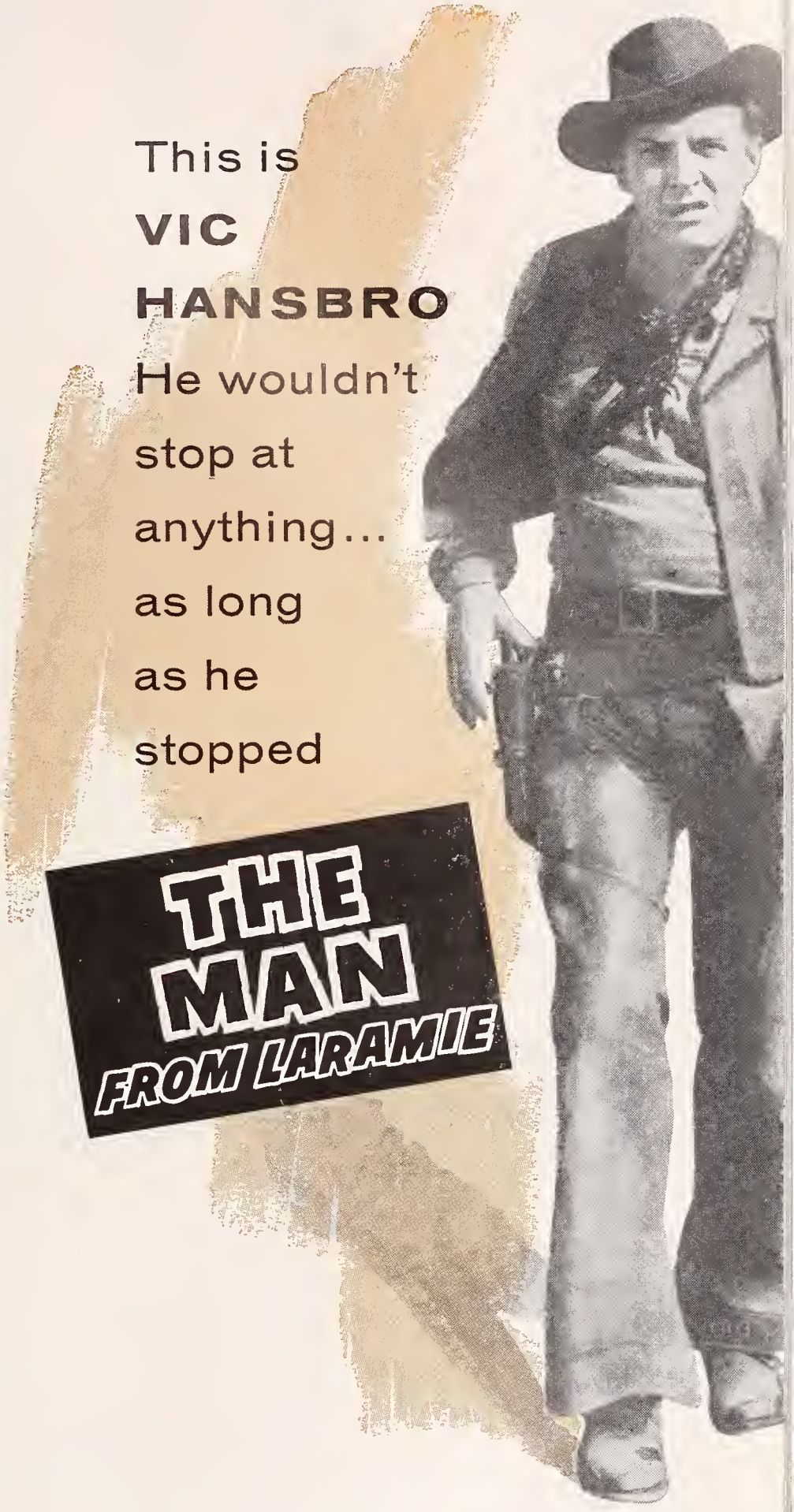
Schwalberg

(*Continued from page* 1)

"outstanding service to Paramount and for the tremendous part which he had played in the development and public acceptance of VistaVision.

Schwalberg in response told the gathering that in his new association with Ilya Lopert and Paul Gregory Productions, he would handle the distribution of a limited number of pictures, many of which are scheduled to be filmed in Paramount's VistaVision process.

Immediately following the conclusion of Schwalberg's remarks he was presented with a special arm chair, a duplicate of the one he had used at his desk throughout his tenure of office as president of Paramount Film Distributing.



James Stewart in "The Man From Laramie" co-starring Arthur Kennedy, Donald Crisp, Cathy O'Donnell, Alex Nicol and Aline MacMahon with Wallace Ford • Screen Play by Philip Yordan and Frank Burt based upon the Saturday Evening Post story by Thomas T. Flynn • Directed by Anthony Mann • A Columbia Picture • A William Goetz Production in CinemaScope Color by Technicolor

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

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After Conferences

Berger Sees Early Action On Regulation

Move May Be Preceded By Senate Investigation

Special to THE DAILY

MINNEAPOLIS, April 26.—Proposed legislation regulating the distribution of motion pictures is getting close scrutiny by several members of the House and Senate with a promise that it will either be introduced shortly or that introduction will be preceded by a full-scale Senate investigation of the industry, Benjamin N. Berger, president of North Central

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Anti-Toll TV Group To Seek New Allies

From THE DAILY Bureau

WASHINGTON, April 26.—Plans for enlisting additional groups outside the film industry in the fight against toll television were discussed today at a meeting of members of the Joint Committee Against Toll Television.

According to Donald Walsh, of the Robert S. Taplinger firm, those attending the meeting were hopeful that the one-month extension in the deadline for filing public comments with the Federal Communications Commission would give the joint committee a chance to line up many more public

(*Continued on page 5*)

Allied's Next Move On Regulation Seen Coming Next Week

From THE DAILY Bureau

WASHINGTON, April 26.—Next important decision on Allied States Association's strategy for Congressional action on film trade practices will likely come next week in Minneapolis or Des Moines.

Allied officials hope to have by next week all the information they'll need to make up their minds as to whether to sponsor immediately legislation for Federal regulation of the industry or whether to seek a general hearing on exhibitors' complaints before sponsoring legislation. Moreover, top Allied officers will be in Minneapolis early next week and in Des Moines later in the week for Allied conventions, and will be in a perfect position to meet and make the decisions. No decisions are looked for this week.

When Benjamin Berger and A. F. Myers began talks with Senators late last week, they said they expected to perfect their strategy next 10 days.

May 25 Deadline For Makelim Pacts

From THE DAILY Bureau

HOLLYWOOD, April 26. — Hal Makelim announced here today that "no contracts, requests for contracts or corrected contracts" will be accepted after May 25 for the "Makelim plan" under which exhibitors will participate in production. Makelim said that 3,518 theatres had contracted for the plan, including 154 of the "finest

(*Continued on page 5*)

For Largest Screens Available

M-G-M DEVELOPS 65MM. PROCESS

Can Utilize Standard Projection; Prints May Be Reduced to Conventional 35 mm.

From THE DAILY Bureau

HOLLYWOOD, April 26.—The development of a 65mm. photographic process, to be used in important forthcoming Loew's-M-G-M pictures, was announced here today by E. J. Mannix, general manager of the studio.

"The new technique will make possible the filming and presentation of motion pictures on the largest screens available anywhere. At the same time, the system will provide for the exhibition of the same picture on any lesser screen utilizing standard projection equipment and without the requirement of a separate camera or other duplication of work during production," it was stated.

Involved in the new technique is the reduction of 65mm. prints to standard 35mm. film for either conventional large screen, or CinemaScope projection, it was announced.

The studio stated that "the new system will be filmed with cameras having conventional type mechanisms adapted to handle double-sized film, fed horizontally. The special camera lenses developed for the system by Panavision, Inc., will provide for simple operation,

(*Continued on page 4*)

MGM Studies TV Field

A decision on whether Loew's-M-G-M will enter the field of TV production should be made within a week or two, it was disclosed here yesterday by Dore Schary, vice-president in charge of the studio.

Schary revealed that top level conferences are slated to be held at the home office on the project. Attending will be Nicholas M. Schenck, Loew's-

(*Continued on page 4*)

Lipton to Hold 'U' Promotional Meets

David A. Lipton, Universal Pictures vice-president, will hold a series of advertising, publicity and promotion meetings in New York during the next two weeks attended by Eastern and West coast executives to

(*Continued on page 2*)

Facilities of a Major Studio Invaluable to Independent: Schary

Independent producers will continue their desire to be connected with a big studio, Dore Schary, vice-president of Loew's-M-G-M in charge of the studio, declared here yesterday, in an address at a luncheon meeting of the Sales Executives Club of New York at the Hotel Roosevelt.

Schary, discussing the respective

(*Continued on page 4*)

Important Items on Loew Board Agenda

The Loew's-M-G-M board of directors is slated to meet here tomorrow with a number of important items on its agenda.

Among them is the study by Arthur Loew, Jr., president of Loew's International, of studio operations, which he recently completed. President

(*Continued on page 5*)

Expect Presidents' Conference Decisions Friday

To Mull Parley Bid at Luncheon

Paramount Pictures' answer to exhibition's bid for a round-table industry conference will be made before the end of the week, it was disclosed here yesterday by Barney Balaban, Paramount president.

Balaban, saying that the joint Allied-Theatre Owners of America request is now being considered, did not indicate what Paramount's answer would be.

Meanwhile, there were indications that many company presidents may announce decisions following their luncheon meeting here on Friday with Eric Johnston, president of the Motion Picture Association.

In the meantime, it was learned from a 20th Century-Fox spokesman that the company's president, Spyros P. Skouras, favors the round-table conference, called by exhibition for May 24 in New York, although he did not indicate that Skouras would flatly accept the invitation. The 20th-Fox spokesman hinted that some question arose in Skouras's mind as to the agenda; that is, what is to be covered in the exhibition request to discuss "mutual problems."

Among those slated to attend Friday's luncheon meet with Johnston, it was learned, are Skouras, Balaban, and Nicholas M. Schenck, president of Loew's-M-G-M. Presidents not available in New York are expected to be represented by top executives of their respective companies.

In the meantime, a number of sales managers have expressed their off-the-record chagrin at the exhibition move, taking the problem over their heads, directly to the presidents. It was the sales managers' position, endorsed by TOA before the exhibition organization changed its policy, that the round-table conference should await agreement on arbitration. It is contended in some distribution circles that if the energy expended in planning and executing an industry conference would be expended on arbitration, the possibilities of an agreement in that area would be greater.

Personal Mention

STANLEY KRAMER, producer, with MRS. KRAMER and their son, will leave here today aboard the "Queen Mary" for Europe.

•

HENRY BUMSTEAD, Paramount art director; CLARENCE ERICSON, production executive, and ROBERT BURKS, cinematographer, left New York yesterday for London via B.O.A.C. Monarch.

•

WALTER READE, JR., chairman of the board of Theatre Owners of America, will leave New York today for London and Cannes.

•

ISIDRO ROSENFELD, formerly United Artists manager in Peru, will arrive in New York today en route to Paris to assume new duties for the company in Europe.

•

JULIUS M. GORDON, head of Jefferson Amusement Co., Beaumont, Tex., will leave New York today for London and the Continent.

•

ALLAN L. WOLFE, Westrex Corp. Hollywood division sales engineer, has arrived in New York from the Coast.

•

HY GLICK, Republic Pictures executive, will leave here for Europe today aboard the "United States."

•

H. M. BESSEY, Altec Service Corp. executive vice-president, has left New York for Chicago.

•

CARL DUDLEY, president of Dudley Pictures Corp., will leave here today for London via B.O.A.C.

•

SAMUEL BISCHOFF, producer, has returned to Hollywood from Phenix City, Ala.

Philip Gruen Dies

BOSTON, April 26. — Philip Gruen, veteran field engineer attached to Altec Service Corp.'s Northeastern division in the New England area, died of a heart attack. Gruen entered the motion picture sound service field with ERPI (Electrical Research Products, Inc.), in 1929, and became a member of Altec's field engineering staff in 1937. He leaves a widow and a daughter. Interment took place in Philadelphia.

Preminger Buys Novel

HOLLYWOOD, April 26. — Otto Preminger has announced the acquisition of film and stage rights to "Bonjour Tristesse," novel by Francoise Sagan, which he will produce on Broadway this fall and in film next year.

'Wichita' Bows July 13

HOLLYWOOD, April 26. — The world premiere of Allied Artists' "Wichita" will take place at the Miller Theatre, Wichita, July 13, the company has announced.

New Jersey Allied Charges

Method of Product Release Detrimental to Box Office

By LESTER DINOFF

Declaring that the present method of product distribution in New Jersey is having a detrimental effect at the box office, Wilbur Snaper, president of the Allied Theatre Owners of New Jersey, announced here yesterday that the membership of his group will present a two-point program to the national Allied board, which will meet at the Waldorf-Astoria Hotel here on May 24-25.

Snaper disclosed that the New Jersey Allied members have instructed Irving Dollinger, their representative on the national Allied board, to:

¶ Have the Allied States Association board of directors try to facilitate the flow of product by having clearances begin not after the completion of a run, but after a number of predetermined days at a first-run house.

¶ Prevail upon the distribution companies not to cut off the flow of top quality product during May and June and not to release secondary films during that two-month period.

Snaper, who also is a vice-president of national Allied, declared that his New Jersey group intends to take adequate steps to force a change in distribution policies throughout New Jersey. "We will appoint a committee to meet with other people involved in this matter," the exhibitor stated.

"The releasing of pictures in New Jersey is having a detrimental effect at the box office," Snaper said. "It is ridiculous that Newark and Jersey City have to wait for a picture to complete its run in New York City before the film can be exhibited in those cities and this results in a hold-up down the line—it's completely out of balance," he said.

The New Jersey Allied head said that the membership of the group, which met here yesterday, is really concerned with distribution holding back of "product of stature" during May and June. "Distribution says that quality is what counts, but they are releasing secondary films during this doldrum period," he said. "A shortage of top product during May and June for first run theatres will result in a lack of good films for subsequent run houses in June, July and August."

Snaper said that other topics for discussion at the regular monthly meeting of his group were the New Jersey Allied convention at the Concord Hotel, Kiamasha Lake, N. Y., June 21-22-23 when there will be an election of officers, a report of subscription television, and some talk on the Norristown Case.

Sees Attendance Down

Commenting on a survey throughout New Jersey, Snaper stated that there is a "diminishing audience and diminishing returns" at theatres currently. "Grosses have not fallen off because of Federal tax relief, but there are less admissions today than ever before," he said.

"Unless distribution is made aware of the problems of exhibition and unless the film companies act upon the request for relief for small theatres, there will be serious consequences," Snaper declared. The New Jersey Allied president implied that Federal regulation may be the answer to exhibition's problems as the "seller has no concern for the customer or buyer in this industry."

Ross, Oldest N.E. Salesman, Honored

BOSTON, April 26.—Nathan Ross, oldest active film salesman in New England, was presented with a check for $500, a life membership card in the Variety Club of New England and a scroll signed by 170 persons in attendance.

At his testimonial luncheon today at the Hotel Bradford roof garden, Ben Rosenwald, M-G-M manager, was toastmaster and the committee was Joe Cohen, Maynard Sickles and James Marshall. The affair was sponsored by the Variety Club.

Dembow in London

LONDON, April 26.—George Dembow, who recently was elevated to the presidency of National Screen Service, has arrived here for two weeks of sessions with Arnold Williams, managing director of National Screen Service, Ltd.

From here, Dembow will go to Italy and France to study industry conditions. He will return to New York on May 30.

EKC Share Holders Reelect 5 Directors

ROCHESTER, N. Y., April 26.—Five directors of the Eastman Kodak Co. were reelected for three-year terms by Kodak share owners at the annual meeting today in Flemington, N. J., it was announced by Thomas J. Hargrave, chairman. They are William G. Stuber, honorary board chairman; Raymond N. Ball, chairman of the board of Lincoln Rochester Trust Co.; Albert K. Chapman, Kodak president; James C. White, president of Tennessee Eastman and Texas Eastman companies, both Kodak divisions; and Donald McMaster, Kodak vice-president and general manager.

To Mark Anniversary

Independent Theatre Service, Inc., of this city will observe its 10th anniversary on May 10 with a luncheon at Toots Shor's restaurant. Trade press representatives have been invited by William Infald of I. T. S. to attend. Irving Dollinger is vice-president and buyer of the buying-booking organization.

Regulation

(Continued from page 1)

Allied and a national Allied vice-president, said here today.

Berger spent several days in Washington with Abram F. Myers, Allied general counsel, discussing industry problems with "several members of the Senate and House" including Sen. Hubert H. Humphrey of Minnesota.

Berger said that the Allied proposal for Federal regulation received "a sympathetic ear" from the legislators. "We have been assured," Berger said, "that legislation will be introduced shortly along the lines we suggest or that a Senate committee will first hold a full-scale investigation of industry practices."

He declined to give the names of other members of Congress with whom the situation was discussed, adding that he assumed that the Senate Small Business Committee would handle any hearings called.

Lipton Meetings

(Continued from page 1)

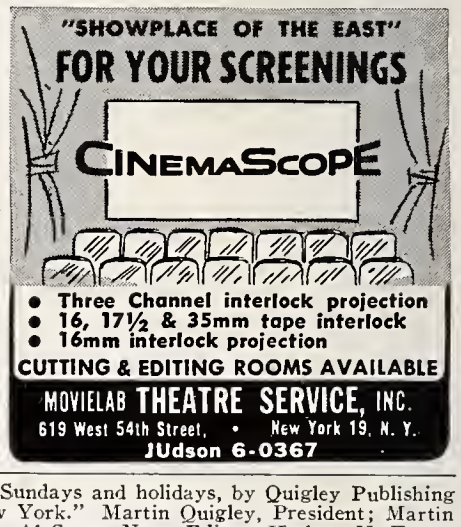
map the company's promotional plans on its summer releases.

Also to be charted are the promotional campaigns on "The Shrike," which will be released in September after a series of key city openings during July and August, and "To Hell and Back," which is being set for one of the biggest promotional campaigns in the history of U-I, according to Lipton.

Highlighting U-I's summer releases will be "This Island Earth," "The Private War of Major Benson," "Foxfire," "Ain't Misbehavin'," "One Desire," "The Purple Mask" and "Francis in the Navy."

Top Echelon to Attend

Attending the meetings will be Charles Simonelli, Eastern advertising and publicity department manager; Clark Ramsay, executive assistant to Lipton, Philip Gerard, Eastern publicity manager, Jeff Livingston, Eastern advertising manager, Herman Kass, Eastern exploitation manager; Henry A. Linet, sales promotion manager, Bob Rains, who supervises television and radio promotional activities at the U-I Studios; Bob Faber, who supervises the production of U-I trailers, John Horton, U-I's Washington representative, and Robert Gillham, vice-president of Cunningham & Walsh, Universal's advertising agency.



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"'Interrupted Melody' Is A Wonderful Picture!"



NATIONWIDE PRE-SELLING:

M-G-M columns in national magazines. Advertised in Saturday Evening Post and all fan magazines. 30-day teaser campaign locally. Big co-operative advertising at playdate. More advance screenings for press, magazines, radio, TV than any recent picture, insuring nationwide penetration prior to your opening.

TYPICAL COMMENTS:

The Nation's Top Female Syndicated Columnists hail the Greatest Woman's Picture in Years! "A Wonderful love story."—*HEDDA HOPPER* • "Picture of the Month. One of the screen's great movies."—*LOUELLA PARSONS* • "A great motion picture."—*SHEILAH GRAHAM*

★

M-G-M presents with SONGS and COLOR in CINEMASCOPE

"INTERRUPTED MELODY"

Starring **GLENN FORD · ELEANOR PARKER**

With ROGER MOORE · CECIL KELLAWAY

Writtten by WILLIAM LUDWIG and SONYA LEVIEN

Based On Her Life Story by MARJORIE LAWRENCE • Photographed in EASTMAN COLOR

Directed by CURTIS BERNHARDT • Produced by JACK CUMMINGS

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)

65mm.

(Continued from page 1)

minimum weight and photographic images with a sharpness of focus and freedom from distortion not hitherto achieved in large-screen presentations," it was added.

The new system, the studio statement continued, is adaptable to a multiplicity of sound systems now in use, whether magnetic or phonetic.

According to Mannix, the new process resulted from the study and evaluation of experiments extending over many years directed by Douglas Shearer, who is in charge of M-G-M technical research and assisted by Franklin Milton.

At the same time, Mannix announced that production facilities at the studio are being increased to meet the demands of M-G-M's peak production activity. Under the direction of studio executive J. J. Cohn and aided by technical heads of various branches, the following expansion plans were disclosed:

Redesign of the industry center increasing by 200 per cent the productive capacity of the carpenter shop, mills, machine shop, paint department and other units in this group. This is being handled under the supervision of William Spencer.

Color Film Capacity Expanded

J. E. Tucker has completed installation of new processing equipment in the laboratory, reconverting these facilities to increase the development of color film to a capacity of 3,000,000 feet a week, enabling M-G-M to not only process its own production negative of color films but also supply release prints of uniform quality to the world market.

Important innovations, it also was announced, are being carried out in sound techniques by Wesley Miller and include many developments in recording and projection of greater simplicity and improvements never before possible, it was stated. Miller was said to have directed installation in the M-G-M British studio of similar conversions in sound techniques, making it possible for an interchange of operations between the Hollywood studio and London with technical uniformity.

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In Privately-Brought Cases

House for 4-Year Limit on Treble Damage Trust Suits

From THE DAILY Bureau

WASHINGTON, April 26.—The House has passed a bill to set a uniform four-year Federal statute of limitations on private treble damage anti-trust suits. The measure now goes to the Senate Judiciary Committee.

The bill passed the House on a voice vote with almost no controversy. The only questioning came from Rep. Patman (D., Tex.), who repeatedly made House Judiciary Committee chairman Celler (D., N. Y.) and others handling the bill assert that the four-year limit ran from the time of discovery rather than from the date of damage in cases involving fraud and conspiracy.

At present, the time limit on private damage suits is set by state laws. These range anywhere from one year to 20, and the average is about 4.85 years.

Film distributors had originally urged a two or three-year Federal time limit, while exhibitor spokesman had suggested a four, five or six-year limit.

The proposed four-year Federal time limit would become effective six months after the pending bill becomes law. The judiciary committee said this would give a six-month grace period to persons who want to bring suits in states with a time limit of more than four years. The new time limit would not affect any suits already in the courts when the bill becomes law.

On the other hand, the new time limit would not act to revive claims on which the statute has already run out in states with a less-than-four-year time limit. For example, if a state has a two-year limit and an injury took place three years ago, the claim would not become live now by virtue of the new four-year Federal statute.

The bill continues the present law tolling the statute of limitations for private suits during the pendency of a Government anti-trust suit, but declares that if the four-year time limit runs out during the pendency of the Government suit, the private suit must be brought within a year of the time the Government case is concluded. Otherwise, the judiciary committee said, anti-trust proceedings may linger for indefinite periods, as they have in the motion picture industry.

First 65mm. Starts In August: Schary

Loew's-M-G-M hopes to start its first picture in the new 65mm. process in August, Dore Schary, vice-president in charge of production, stated here yesterday.

Schary, interviewed following his address to the Sales Executives Club of New York, said the picture to be photographed in the new process has not been selected as yet, adding that the studio is considering two properties. He added that the selected film will be released this year.

Under the new 65mm. photographic system, Schary said theatres will be able to project in a ratio varying from 1.85 to 1 to 2.5 to 1. He said plans are to reduce to standard 35mm. projection all films shot in the new system, with the possible exception of one or two productions which may be road-shown.

He stated that M-G-M had no plans to shoot all of its films in the new process, pointing out the need for black-and-white productions, too, and by inference indicating that the new process would be utilized for color productions mainly.

Loew's-M-G-M, he went on, responding to a question, will release from 27 to 28 productions this year and expects to release approximately the same number in 1956. This compares to the 22 released in the previous fiscal year, running from Aug., 1953, to Aug., 1954.

Panavision Today Will Clarify Use of Its Process by MGM

HOLLYWOOD, April 26.—Panavision, Inc., tomorrow will issue a statement clarifying the utilization of its camera system in the new 65mm. photographic process of Loew's-M-G-M announced today.

Ohio Protests Bring Marion Tax Study

Special to THE DAILY

COLUMBUS, O., April 26.—Following protests against the admissions tax by seven theatremen, the Marion City Council referred the proposal to repeal the city's three per cent tax to the finance and utilities committees, which will report May 9. Ohio, owned by Selected Theatres, and State, owned by Charles Settos, have threatened to close soon if relief is not granted. Palace and Marion, owned by Northio Theatres Corp., have been dark since April 12.

Appearing in protest were Robert Coyne, representing the Council of Motion Picture Organizations, Harold Brown, Northio general manager; Gilbert Green, Northio district manager, and Lee Kramer, Ohio Theatre manager.

Marion, a city of 35,000 will be without an indoor theatre if the Ohio and the State close, as threatened.

Senate 'Delinquency' Group Meets May 24

WASHINGTON, April 26. — A Senate subcommittee studying juvenile delinquency problems has tentatively scheduled hearings May 24, 25 and 26 on the impact of motion pictures on teen-agers. Witnesses have not yet been scheduled, according to the subcommittee staff.

'Fury' to Baronet

"Land of Fury," a J. Arthur Rank Organization presentation in color by Technicolor starring Jack Hawkins and Glynis Johns, will have its New York premiere next Monday at the Baronet Theatre.

Schary Says

(Continued from page 1)

roles of independent and major studio operations, stressed his belief that the resources and production facilities of major studios are just as vital today as they were in the past. In addition, he declared, the independents need the association with a major studio.

Referring to relative costs of independent and major studio production, Schary contended that "despite the much talked of high overhead" of major studios the overhead provides invaluable material and resources and manpower for pictures. He went on to cite a number of M-G-M pictures, such as "Executive Suite" and "Seven Brides for Seven Brothers" which he contended M-G-M brought in cheaper than would have been possible by an independent.

The independent connected with a major studio, Schary maintained, will find that he is still able to function more efficiently.

Schary predicted a good year for the motion picture industry, forecasting that 1955 "may lay to rest some of the gloomy predictions that have surrounded the business for the last few years. He acknowledged that some "new dimensions" have helped, "but the biggest dimension remains the story and how it is told and by whom."

Sees 'Provocative Films' Wanted

In reference to story content, Schary said that "it seems to be increasingly true that our audience is demanding more provocative films," citing the success of such pictures as "From Here to Eternity," "On the Waterfront," "East of Eden," "Blackboard Jungle" and "The Caine Mutiny."

Schary was introduced by Jack W. Hubbell, of the Simmons Mattress Co., who explained that yesterday's luncheon meeting was held to honor the motion picture industry.

The two-tier dais included prominent industry executives; among them: William German, Joseph Vogel, Charles Reagan, Robert Benjamin, Robert Rubin, Arthur Loew, Howard Dietz, Leonard Goldenson, Charles Moskowitz, Walter Branson, Robert Mochrie, Ralph Hetzel, Rube Jackter, Edward Morey, Hugh Owen, Douglas Yates, Orton Hicks, Joseph Seidelman Charles Alicoate, Martin Quigley, Jr., James Jerauld, Claude F. Lee and George Barnett.

MGM Studies

(Continued from page 1)

M-G-M president, Charles C. Moskowitz, vice-president and treasurer, Arthur Loew, Jr., president of Loew's International, and himself, he said. Schary added that Schenck is due to return here from Florida on Thursday and perhaps E. J. Mannix, studio manager, will fly in from the Coast for the discussions.

In response to a question, he acknowledged that Loew's-M-G-M has had discussions with major TV networks and other interested parties, but no deals have been consummated. The company, he explained, has been conducting a "real survey" of the TV market to see how best the medium can be utilized.

He denied that the company has any plans at the present time to sell its old films to TV. Schary said he plans to leave here on Tuesday.

National Pre-Selling

THE lead news story in the April 25 issue of "Life" is a history of Walt Disney's "Davy Crockett." Seven pages are devoted to the background of Davy Crockett, a scout under Andrew Jackson during the Creek Indian war. The story tells how Disney has made Davy a hero, loved and revered by children across the nation.

"Life" reports that Disney has made a full length picture of Davy Crockett and has booked it into 950 theatres during the month of June.

•

MGM's "Interrupted Melody" has been selected as "Redbook's" Silver Cup Award candidate for May.

•

"Woman's Home Companion" lists "East of Eden," "The Glass Slipper," "Marty" and "Run for Cover," among the "Companion" Family-Approved Movies in the May issue.

•

"Photoplay's" May issue has a 24-page Travel Fashion section in color. Hollywood stars are shown modeling spring and summer fashions. In each case, picture credits are given. Among those are Gloria DeHaven in "The Girl Rush," Joan Bennett playing in "We're No Angels," Ginger Rogers in "Twist of Fate," May Wynn from "The Violent Men," Mary Murphy in "Hell's Island," Mara Corday currently seen in "Foxfire," Lucy Marlowe in "My Sister Eileen," Myrna Hansen in "Man Without a Star," Terry Moore in "Daddy Longlegs," Lisa Montel playing in "Escape to Burma" and Taina Elg in "The Prodigal."

A Hollywod holiday contest offering free trips to Los Angeles is tied in with the fashion section. The section was organized by Lillian Lang, fashion promotion sales director of "Photoplay."

•

Twentieth Century-Fox's "Daddy Longlegs" will be advertised in "Seventeen," "Parents," "Charm," "Glamour" and "Mademoiselle."

•

Bob Hope, star of "The Seven Little Foys," is spotlighted in a pictorial story about Las Vegas appearing in the current issue of "Look."

•

"Daddy Longlegs," starring Fred Astaire and Leslie Caron, has been selected as the picture of the month for June by "Seventeen." This 20th Century-Fox picture will have its world premiere on May 5 at New York's Roxy Theatre.

•

"The Prodigal" is advertised on the table of contents page of the current issue of "Collier's." This M-G-M picture will have its New York premiere at the Capitol Theatre here on May 11.

•

Bob Hope's "The Seven Little Foys" has been named "the month's best picture" by "Coronet" Magazine for June. The Technicolor film biography of famed vaudevillian Eddie Foy, whom Hope portrays, is Bob's first VistaVision picture.

WALTER HAAS

Cohn, Pierson to Debate Toll-TV

From THE DAILY Bureau

WASHINGTON, April 26. — Marcus Cohn, legal counsellor to the Committee Against Pay-As-You-See TV, and Theodore Pierson, Zenith Radio Corp. attorney, will debate the pros and cons of toll-TV tomorrow before a luncheon meeting of the Federal Communications Bar Association here.

The association consists of lawyers practicing before the Federal Communications Commission.

Anti-Toll TV

(*Continued from page* 1)

groups. It will also give the committee more time to develop its arguments as to why authorization of toll television is not in the public interest.

Dallas Smythe, University of Illinois economist working with the joint committee, will also extend his research work as to the economic effects of toll television.

A meeting went over a draft of part of the comments to be filed with the commission. There was no decision as to when or whether there would be another meeting of the committee, Walsh declared.

The meeting was held in the office of Marcus Cohn, attorney for the joint committee. Attending were Trueman Rembusch, Abram F. Myers, Philip Harling, William Nameson, Ralph McClanahan, John V. L. Hogan, Symthe, Taplinger and Walsh.

Loew's Board

(*Continued from page* 1)

Nicholas M. Schenck is due to arrive from Florida tomorrow to attend.

The board also may take up the possibility of the company entering TV production.

In the meantime, Dore Schary, vice-president of production, here to attend the board meeting, said the status of Ben Goetz, chairman and managing director of M-G-M British Studios, Ltd., should be clarified "in a week or so." It has been learned that although Goetz' contract expires on Saturday, he plans to stay on in London another two months to see a number of M-G-M productions there, now in work, through to completion. Before leaving London, Goetz is expected to be informed of his new duties.

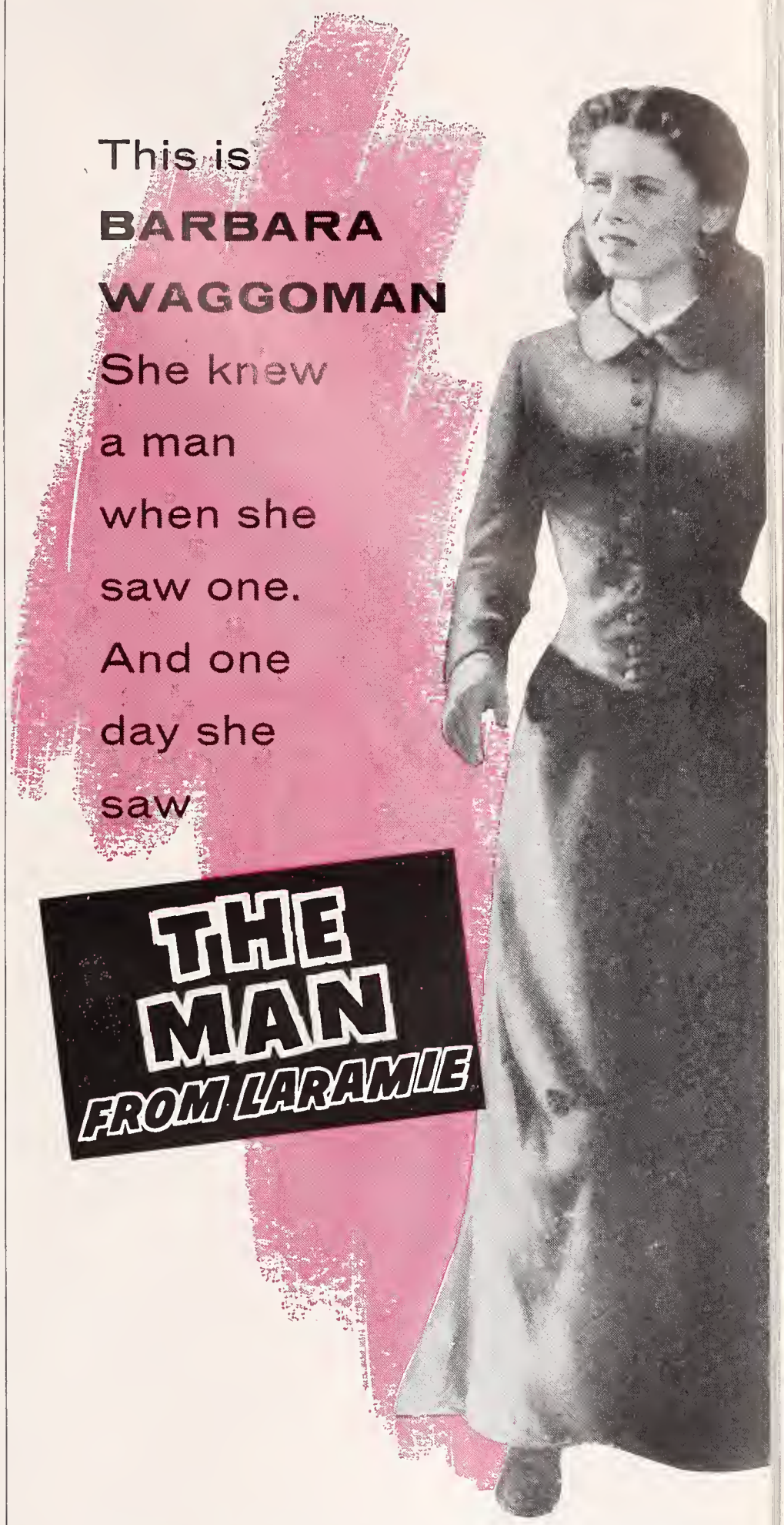
Makelim Pacts

(*Continued from page* 1)

and biggest circuits in America." Correspondence postmarked up to midnight of May 25 will be considered, he said.

The producer said that he would announce the first group of pictures shortly. Under the Makelim plan, participating exhibitors will receive 12 features annually at the rate of one a month.

Almost 25 per cent of all exhibitors in the U.S. have joined and pledged to exploit the Makelim product, he said, adding that the product would not be epics, "but just good, clean pictures."



James Stewart in "The Man From Laramie" co-starring Arthur Kennedy, Donald Crisp, Cathy O'Donnell, Alex Nicol and Aline MacMahon with Wallace Ford • Screen Play by Philip Yordan and Frank Burt based upon the Saturday Evening Post story by Thomas T. Flynn • Directed by Anthony Mann • A Columbia Picture • A William Goetz Production in CinemaScope Color by Technicolor

COMING to DELIGHT YOU!

Fred Astaire

Leslie Caron

MAKING WONDERFUL MAGIC TOGETHER in

DADDY LONG LEGS

co-starring

TERRY MOORE · THELMA RITTER

with

FRED CLARK · RAY ANTHONY (and his Orchestra)

Produced by SAMUEL G. ENGEL

Directed by JEAN NEGULESCO

Screen Play by PHOEBE and HENRY EPHRON

From the Novel by Jean Webster

Ballets by Roland Petit

CINEMASCOPE

Color by DE LUXE

"it's a pleasure to do business with 20th!"

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 83 NEW YORK, U.S.A., THURSDAY, APRIL 28, 1955 TEN CENTS

Brylawski Argues

40-Hour Week Is Chief Fault Of Wage Law

Tells Senate Committee Theatres Are Intra-State

From THE DAILY Bureau

WASHINGTON, April 27. — Exhibition's chief objection to its proposed inclusion in the Minimum Wage Act is the 40-hour week provision with time-and-a-half for overtime, A. Julian Brylawski, vice-president of Theatre Owners of America, told the subcommittee of the Senate Committee of Labor and Public Welfare here today.



A. J. Brylawski

Brylawski, speaking for both TOA and Allied States Association, said that the overtime requirements for work done Saturdays, Sundays and holidays could force many theatres out of business because theatre operation "is essentially today a week-end business."

In arguing against proposed amend-

(*Continued on page 6*)

Takes, Prints From Process Of Panavision

From THE DAILY Bureau

HOLLYWOOD, April 27. — The announcement by Loew's-M-G-M of their decision to use Panavision's 65mm. lens system for future top productions revealed another activity of Panavision, according to Robert Gottschalk, president. The 65mm. taking system, known as the APO Panatar, utilizes a revolutionary optical system never before used. The taking lenses are a combination anamorphoser and objective lens in one integrated unit. The system, however, is not limited solely to anamorphosing in the taking, as it is coupled with a new special micro-panatar optical printing system which gives the studio the versatility of making regular release prints in

(*Continued on page 6*)

Disney Announces 1955-56 Schedule

Five new productions from Walt Disney and the re-release of one will constitute the coming year's program of feature pictures from the Walt Disney Studios, it was announced by Leo F. Samuels, general sales manager of Buena Vista Film Distribution Co., the Disney releasing subsidiary. In addition, during the period from June, 1955, through June, 1956,

(*Continued on page 7*)

'Saturation' Buying Of 'Scope Equipment Seen by Fox Official

The purchase of anamorphic lenses, CinemaScope "Miracle Mirror" screens, and stereophonic sound equipment by theatres in the United States and Canada has "almost reached its saturation point," according to a top official at 20th Century-Fox here.

The sale of Bausch & Lomb anamorphics, which are handled by CinemaScope Products, a 20th-Fox subsidiary, has sharply declined during the past few weeks despite the 151 new domestic installations reported during the week of April 21.

Twentieth-Fox sales statistics show that at the end of last week, 13,342 theatres in the United States and Canada and 5,719 overseas houses were equipped for CinemaScope pres-

(*Continued on page 6*)

V.C. Heart Award Dinner Near Sellout

William J. German, chief barker of the Variety Club of New York, predicted yesterday that the club's second annual Heart Award dinner on Monday evening would be a sellout. Ticket sales, according to German, already exceed last year's total attendance, and requests for reservations are still coming in at the Variety Club offices.

As was previously announced, Richard F. Walsh, international president of the International Alliance of Theatrical Stage Employees and Moving

(*Continued on page 7*)

'Public Utility'

Toll TV Means Gov't Control, Cohn Asserts

Says FCC Would Dictate Rates for All Programs

From THE DAILY Bureau

WASHINGTON, April 27.—Marcus Cohn, counsel for the Committee Against Pay-As-You-See Television, predicted today that if subscription television is authorized by the Federal Communications Commission, there would be government regulation of the television industry, with the FCC operating under "a complete public utility concept."

"The commission would determine the rates to be charged for every program shown on television in the United States," Cohn said.

Cohn attacked toll television in a luncheon debate before the Federal Communications Bar Association, consisting of lawyers practicing before the FCC. The case for subscription TV was given by Theodore Pierson, attorney for Zenith Radio Corp.

Pierson told the group that if toll TV were authorized, Zenith was ready for the FCC to impose a time limit "on any broadcaster" prescribing the maximum amount of time he could show subscription programs. Zenith would not object, Pierson said, to a limit of 20 hours a week of subscription showing.

The debate was short, with each

(*Continued on page 7*)

Distributors Decline NCA Convention Bid

Special to THE DAILY

MINNEAPOLIS, April 27. — Prospects of "fireworks" aimed at distribution by delegates attending the North Central Allied convention here next week faded as notice was received from W. C. Gehring, 20th Century-Fox general sales manager, that he would be unable to accept an invitation to address the convention.

Al Lichtman, 20th-Fox director of distribution, and author last fall of the proposal for an industry round table, still not scheduled, had been invited to address the convention originally. Lichtman first accepted, then had to decline because of illness, and designated Gehring. The latter accepted, then withdrew because of the pressure of business.

Stockholders Told

Cinerama, Inc., Mapping Broad Expansion Projects

By MURRAY HOROWITZ

A program of expansion for Cinerama, Inc., the company which makes Cinerama equipment, was mapped here yesterday by Hazard E. Reeves, president, at the annual meeting of stockholders of the organization.

Reeves said the company is considering the advisability of setting up its own print processing laboratories, contending that the processing problem, now outside of Cinerama, Inc.'s control, is one of the "weakest" facets of the system. A decision on the laboratory plant project should be reached in four or five weeks, he added.

Reeves announced that he had been informed by Stanley Warner, the circuit which owns exclusive production and exhibition rights to Cinerama until 1958, that it plans to open from six to 11 more Cinerama theatres this year.

He stated that Cinerama, Inc., is exploring the industrial and governmental film field, eyeing the possibilities of making Cinerama films in that area.

Looking toward the future when S-W's exclusive production and exhibition contract expires, Reeves said that Cinerama, Inc., was examining the possibilities of either engaging in production itself, or making deals

(*Continued on page 3*)

President Stresses Broader Wage Law

From THE DAILY Bureau

WASHINGTON, April 27.— President Eisenhower told his weekly news conference today that the Administration is more interested in broadening coverage of minimum wage law than in boosting the minimum.

This indicated a change in emphasis on the Administration's part. Labor Secretary Mitchell, in his testimony before the Senate Labor Committee early this month, had given the impression that the Administration would concentrate on raising the minimum and merely go through the motions in urging Congress to broaden coverage.

Personal Mention

ROY O. DISNEY, president of Walt Disney Productions, and PAUL PEASE, treasurer, have arrived in New York from the Coast.

•

GORDON SPARLING, director of production for Associated Screen News, Ltd., and ROBERT J. MARTIN, cameraman, have returned to Montreal from South America.

•

MILTON YASSENOFF, general manager of the Academy Theatre, Columbus, O., is recovering following an operation at Mt. Carmel Hospital there.

•

JULES LAPIDUS, Warner Brothers Eastern and Canadian division sales manager, will arrive in Gloversville, N. Y., today from here.

•

SAMUEL SPIEGEL, head of Horizon-American Productions, left here yesterday for London via B.O.A.C. Monarch.

•

JESSE CHINICH, Buena Vista assistant general sales manager, has returned to New York following a trip through the Midwest.

•

MICHAEL BENTHALL, British producer, is scheduled to arrive here from London on Sunday from England via B.O.A.C.

•

HAL MARSHALL, 20th Century-Fox Atlantic Division field exploitation representative, has left New York for Miami.

•

MAX E. YOUNGSTEIN, United Artists vice-president, will leave New York by plane today for London.

•

P. T. DANA, Universal Pictures Eastern sales manager, left New York yesterday for Pittsburgh.

•

HARRY PIMSTEIN, industry attorney, returned to New York yesterday from Bermuda.

•

MATTHEW FOX, industry executive, will return to New York today from Toronto.

•

SID KULICK, of Bell Film Exchange, is recuperating from illness at Beth David Hospital here.

•

HAL WALLIS, producer, will arrive in New York at the weekend from the Coast.

•

MICHAEL BORGNINE will leave New York tomorrow for New Haven, his home town.

•

RAY WYLIE, formerly United Artists branch manager in New Haven, is a patient in New Haven hospital.

•

EDMUND C. DEBERRY, Paramount branch manager in Buffalo, has returned there from New York.

•

COUNT LEONARDO BONZI, Italian producer, will arrive in New York next Monday from Rome.

Juvenile Patronage Off 60,000

Cooper Foundation in Drive To Boost 'Kid' Attendance

Special to THE DAILY

DENVER, April 27.—Concerned over an attendance drop of 80,000 during the first 13 weeks of this year, Cooper Foundation Theatres is preparing to launch a "Greater Film Summer Festival" to stimulate particularly the patronage of children. In a report to managers, Pat McGee, general manager, pointed out that "kiddie" patronage had dropped 60,000 during the period.

In asking for suggestions to bolster juvenile trade, McGee asked for "some plan whereby the child will be rewarded for bringing his mother, father or some adult to the theatre at a particular time." McGee said that he had found that newspapers "have declined sadly in selling our attractions to the public and we must rely on other media to supplement the newspapers, which now serve only as a directory." He stated that every parent buys many items because his child wants it, ranging from corn flakes to automobiles. Many parents go to see a picture just because "Junior" is bound to see a certain film.

Sees 'Natural Desire'

"This natural desire," McGee said, "if cultivated, can be of great advantage to our business and we must certainly nurture it carefully."

One of the reasons that children below the age of 12 are staying away from theatres is that producers are making pictures aimed almost entirely at the adult trade, McGee said. Saturday morning shows have been successful, he said, "but we cannot be complacent." Efforts must be doubled to re-instill the theatre-going habit of children, McGee said.

Continuing, McGee asserted:

"We should have a series of give-aways utilizing parakeets, bicycles, Shetland ponies, and novelty items, such as the Space-O-Rain suits, a number of which have been ordered for the Colorado towns, and other specialties. We must also concentrate on making our regular programs more appealing to children by the use of a cartoon on every program, plus the Our Gang comedies which Metro believes they will reissue this summer, and the addition of short subjects of a special children's appeal.

Wants More Ideas

"We must develop benefit ticket sales for children, special ticket awards through dairies, bread companies, and other deals utilizing contests, such as assembling a combination of motion picture stars photos, and many other items about which you will hear shortly. In the meanwhile, every manager who has any pretty good idea or ideas designed to inform our kiddie attendance, should send them in to me at once so that we can put all our plans together and work toward this mutual and very necessary goal."

Coyne Back From Ohio Tax Hearing

Robert W. Coyne, COMPO special counsel, returned to New York yesterday after appearing before the City Council of Marion, O., in opposition to a local admission tax.

The motion picture depicting the effects of admission taxes which was shown at the hearing on the Mason Bill before the House Ways and Means Committee two years ago was screened for the council members. Robert A. Wile of the Independent Theatre Owners of Ohio and Harold Brown, representing two Paramount Theatres in Marion, also spoke.

Popcorn Conference In Toronto May 6

CHICAGO, April 27.—"Horizons Unlimited" is to be the theme of the fourth annual Canadian spring popcorn and concession conference, sponsored by the International Popcorn Association on May 6 at the King Edward Hotel in Toronto. This was announced by Thomas J. Sullivan, executive vice-president of the IPA.

Sullivan also announced that the entire third floor exhibition area in the Morrison Hotel, Chicago, would be devoted to popcorn and concessions at the Allied States-TESMA-TEDA-IPA convention on Nov. 6-9.

Friedlob Picks 1st For UA Release

"News Is Made At Night," starring Dana Andrews, Rhonda Fleming in a screen version of the Charles Einstein novel, "Bloody Spur," will be produced by Bert E. Friedlob as his first motion picture for United Artists release under a new production-distribution agreement.

Friedlob's previous independent productions had been released by 20th Century-Fox, the most recent being "Untamed." The producer, who will put "News Is Made At Night" before the cameras on June 1, has signed Fritz Lang to direct.

King Bros. to Make TV Shots in Mexico

Hollywood's King Brothers, now in Mexico completing their $2,000,000 film, "The Boy and the Bull," have entered negotiations with James Fields, president of the Churubusco Studios, the largest in Mexico, for the production of 26 television shorts, to be made in Mexico and other sections of Latin America. The Kings have established offices at the studios, and have signed Mexican director Orlando Aguilar and Frank Soltes, Mexican production manager. Present plans call for production on the series to begin late in June.

Theatrical Movers In Consent Decree Entered in N.Y.

From THE DAILY Bureau

WASHINGTON, April 27.—Four firms charged by the Government with conspiracy to monopolize the transportation of motion picture and theatre scenery in the New York area agreed to a consent judgment today, the Justice Department announced.

Attorney General Brownell said the judgment was entered in New York and agreed to by the four firms and the presidents of the firms. The firms are Walton Hauling and Warehouse Corp., Tait Transfer Co., Inc., Erie Transfer Co., Inc., and Schumer Theatrical Transfer Co., Inc.

The anti-trust division brought companion civil and criminal suits against these defendants in June, 1953. It charged a conspiracy to fix prices and allocate customers. Under the consent judgment settling the civil suit today, the defendants agree not to fix prices, allocate customers, enter into hauling contracts running longer than two years or take various other actions. The defendants also pleaded no contest to the criminal charges, and were fined a total of $10,000.

Still pending is the Government's case against Local No. 817 of the Teamster's Union, which the Government claims was also engaged in the scenery hauling conspiracy.

Majors Lose Point In Norristown Case

PHILADELPHIA, April 27. — U. S. District Judge A. K. Grim has turned down a petition by seven major distributors asking for the calling back for questioning of the jury in the trial which returned a verdict of $1,275,000 against the distributors and in favor of operators of the Norristown Amusement Co., in nearby Norristown. The distributors alleged that improper influence has been brought to bear by one of the jurors on the other 11.

The distributors still have the privilege of themselves questioning and taking affidavits from the jurors.

Distributors involved are Paramount Film Distributing Corp., RKO Radio Picture, Inc., Warner Brothers Pictures Distributing Corp., Columbia Pictures Corp., Universal Film Exchange, Loew's, Inc., and the 20th Century-Fox Film Corp. They were accused of withholding first run films from Norristown until after their showing in Philadelphia.

To Convert Conn. House to Market

HARTFORD, April 27. — The Broad Brook Theatre, Broad Brook, Conn., a 327-seat house owned and operated by Raymond Zimmerman, will close permanently on May 8, with Zimmerman planning to convert the structure into a super market.

Nearness of better-equipped theatres and advent of popular transportation were attributed by Zimmerman to closing plans.

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People

William Brett, for many years house manager of Shea's Buffalo, and in recent years manager of the Skyway Niagara Drive-in and operator of the Kenmore Theatre on the outskirts of Buffalo, has been named president and general manager of Skyway Drive-In Theatres, Inc., operating the Niagara and the Lakeshore.

¤

Buck Ironfield is now covering the Rochester and Syracuse districts as a member of the Columbia branch sales staff. He formerly was office manager for Fox in Albany.

¤

Dave Leff has resigned as I.F.E. representative in Buffalo and has been succeeded by **Sal DiGennaro** of New York, who will cover both the Buffalo and Pittsburgh territories.

¤

John Ford is to be honored by the Eire Society of Boston at a dinner on May 7 at Hotel Sheraton Plaza, where he will be given the Gold Medal of the Society for his pictures with an Irish flavor. He is to receive a scroll prepared by the local Franciscan Sisters of Mary. **Paul Tierney,** president of the Society will be toastmaster.

¤

Henry Hinz, chief mechanical engineer for CBS-Columbia and assistant to president **Seymour Mintz,** has resigned to form Henry Hinz Associates, design engineering consultants to the electronics industry.

¤

Ernest Isleib has been named assistant manager of the Allyn Theatre, Hartford, replacing **William Murphy,** promoted to manager of the Paramount Theatre, Barre, Vt. Both theatres are part of New England Theatres, Inc.

¤

Piper Laurie and **Ernest Borgnine** will be among the guests at the luncheon-meeting of the Variety Club of New York, at Toots Shor's tomorrow. **Morris Sanders** is chairman of this week's luncheon; Martin Levine is luncheon coordinator.

¤

Guy (Buck) Vaughan, former managing director of WIST, Charlotte, N. C., has joined the NBC Film Division as a salesman.

¤

Robert Duffy has been named assistant manager of the Lockwood & Gordon East Windsor, Conn., Drive-in Theatre.

¤

Gerald Rubin has joined the American Broadcasting Co. as an attorney in the business affairs department.

¤

Edith Head, Paramount costume designer and winner of her sixth Academy Award this year, has signed a new three-year studio contract.

Cinerama Maps Expansion

(Continued from page 1)

for pictures with outside producers.

The meeting, held at the Reeves Sound Laboratories, was enlivened by a number of stockholder questions concerning the relationship of Cinerama Productions, Inc., the firm which sold out its exclusive production-exhibition deal to S-W, and Cinerama, Inc., the equipment firm which leases its equipment and collects royalties.

Reeves, in response to one stockholder's question, said there was no relationship currently between the two companies, except an outstanding claim of $600,000 which Cinerama, Inc., has against Cinerama Productions. The claim, he added, will go to arbitration.

Cinerama, Inc., he went on, collects about five per cent of the gross on the exhibition of Cinerama productions as its royalty. He estimated that net earnings for the first quarter will be $40,000, as compared to the net earnings of $2,888 for the entire calendar year of 1954. He forecast a good year for the company this year, stressing the importance of reinvesting monies earned to retain the supremacy of the Cinerama medium.

Reeves, responding to a question on the Todd-AO process, said he was "flattered by imitators," adding there is room for additional systems. He also announced that Cinerama, Inc., was in the process of acquiring the Vitarama Co., the firm which holds the Cinerama patents and other patents. He called the cash position of the company good, with $1,000,000 held in working capital currently.

At present, he reported, there are 19 Cinerama theatres operating in the world. SW, he went on, has informed him that it plans to open this year in the following cities: Rome, in early June; Paris, May 17; Dusseldorf, Berlin, Germany, no dates for which have been set, and Rio de Janeiro, at an unannounced date. In addition, he went on, SW plans one or two more installations in the U. S. and perhaps one more opening in South America. He also mentioned the possible use of mobile Cinerama units in the U. S.

In response to a question, he put the cost of the second Cinerama production, "Cinerama Holiday" at about $3,000,000.

Elected to the board of directors were Reeves, Edward V. Otis, Sydney K. Wolf, Wentworth Fling and Harry M. Kalmine.

SW holds 701,000 shares in Cinerama, Inc., common and an option for 250,000 additional shares which can be exercised upon completion of production commitments. Reeves and his associates, according to Reeves, own or control about 750,000 shares.

Six Pictures Start; 33 in Production

HOLLYWOOD, April 27. — Six new pictures started this week and four others were completed, for a total of 33 pictures now in work.

Started were: "Doing Time" (Allied Artists); "The Beast with 1,000,000 Eyes," Pacemaker Prods. (American Releasing Corp.); "Forbidden Planet," CinemaScope, color (Metro-Goldwyn-Mayer); "Deadline Alley," (Republic); "Bengazi," Panamint, Superscope, Technicolor (RKO Radio); "The Big Knife," Associates-Aldrich (United Artists).

Completed were: "The Big Shock" (Columbia); "The Lock and the Key," Batjac Prod. (Independent); "The Boy and the Bull," King Bros., CinemaScope, Eastman Color (RKO Radio); "A Many-Splendored Thing," CinemaScope, color (20th Century-Fox).

SW Advances New Research Group

ALBANY, N. Y., April 27. — The Stanley Warner Research Corp. has notified the Secretary of State that it intends to engage in experimentation and reseach and to conduct other theatrical and motion picture acivities at its New York City offices.

The S-W research organization was incorporated at Dover, Del., in July of last year. W. Stewart McDonald, vice-president, executed the papers, which were filed here by Girard A. Jacobi.

Roberts Joins Fox

Sam Roberts, formerly art director of Hanly, Hicks & Montgomery Advertising Agency, is now with 20th Century-Fox as associate art head under Victor Sedlow, art director.

Conn. MPTO Golf Tourney July 26

HARTFORD, April 27. — The MPTO of Connecticut's annual golf tournament will be held at the Racebrook Country Club, Orange, on Tuesday, July 26. The tournament will be preceded by a luncheon and followed by an awards dinner.

Herman M. Levy, executive secretary of the state organization, and general counsel of TOA, is expected to announce an arrangements and working committee shortly. Trade delegations from Boston, New York and other points will attend.

Sindlinger Starts Neb. Field Study

Albert E. Sindlinger, president of Sindlinger & Co., business analysts of Ridley Park, Pa., and several staff members, are in Lincoln, Neb., for a new field study on entertainment habits.

Sindlinger currently is conducting field studies in the Oklahoma City market. This study is being sponsored by Pat McGee of the Cooper Foundation Theatres and Stanley Warner Theatres as a cooperative.

In Auditorium Post

COLUMBUS, O., April 27. — C. Harry Schreiber, who resigned two months ago as RKO city manager here, has been appointed promotion manager of the new Franklin County Veterans Memorial auditorium now under construction in the Civic Center. The 4,000-seat auditorium will open in October. Schreiber will be in charge of booking revenue-producing attractions not only for the main auditorium but also for a large exhibit hall as well as a 500-capacity assembly hall.

Annual Meet May 17

20th-Fox '55 Outlook Is Good: Skouras

An optimistic view of 20th Century-Fox's business prospects for 1955 is given by Spyros P. Skouras, president, in his annual report to stockholders of the company released here yesterday.

The report accompanied notice of the annual meeting of stockholders to be held at the home office on May 17 for the purpose of electing 10 directors. Proposed nominees for the board are the present members: L. Sherman Adams, Colby M. Chester, Robert L. Clarkson, Daniel O. Hastings, Robert Lehman, Kevin C. McCann, William C. Michel, B. Earl Puckett, Skouras and Gen. James A. Van Fleet.

Skouras's report states that expectations are that the company's domestic business this year will be as good or better than last year and that foreign business is expected to show a marked increase. Last year, 20th-Fox reported a net profit of $8,044,524 on a world gross of $106,355,068.

CinemaScope a Big Factor

The optimistic outlook for this year, Skouras told the stockholders, is based to a large extent on the steady increase in CinemaScope installations, expected to reach a world total of approximately 30,000 by the year end.

The report refers to the continuing work on CinemaScope improvements, including the shooting of films in 55mm. film and employing reduction to 35mm.

"An improved and expanded stereophonic sound system is also under study and development," the report said.

The stockholders also are advised of the company's new production policy, outlined to the trade recently by Darryl F. Zanuck, which places emphasis on subject matter and calls for the start of shooting, regardless of the availability of top stars, as soon as pictures can be competently cast. The company's entrance into the television film production field also is reported by Skouras.

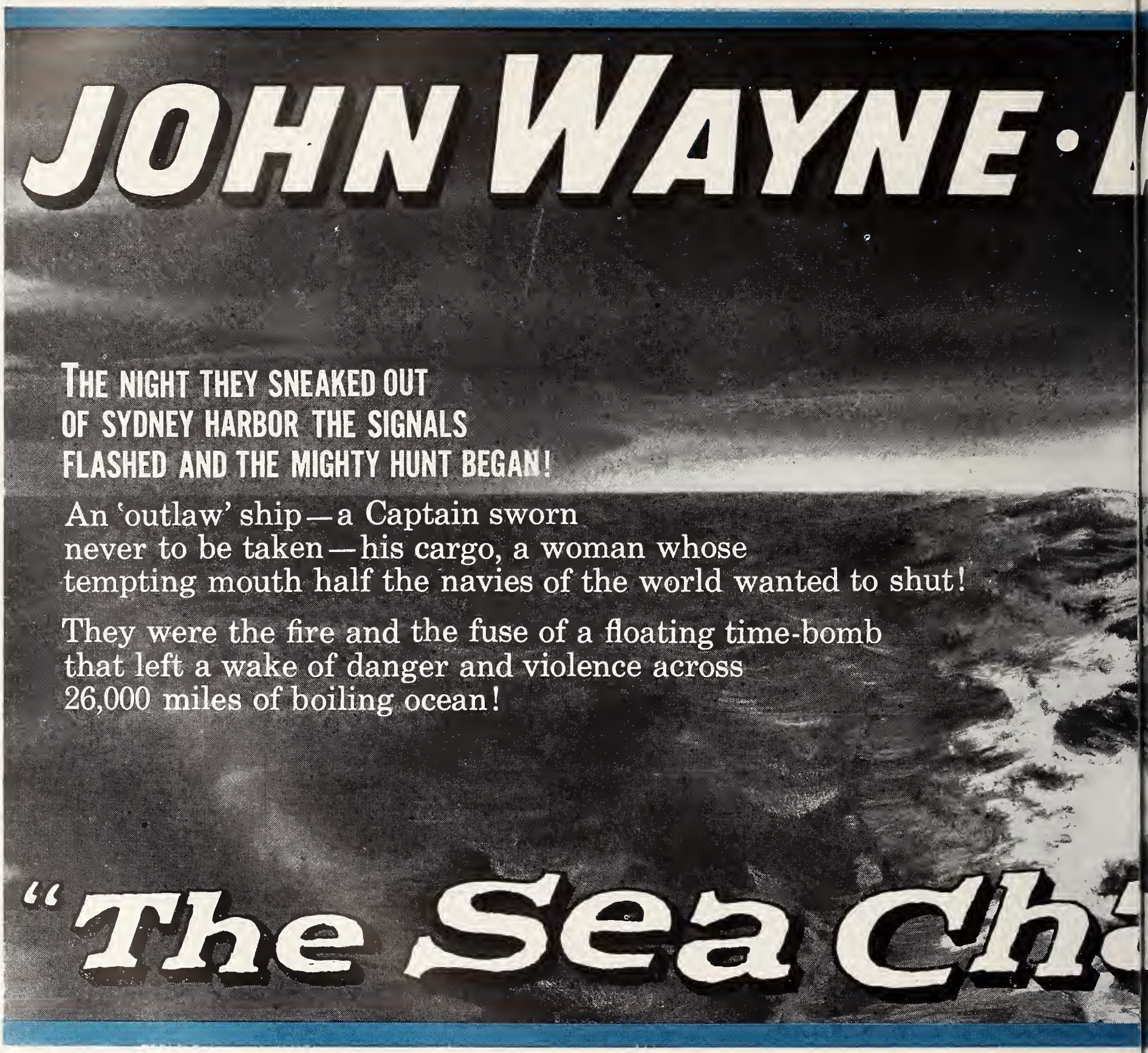
Drilling for Oil

The report states that the "drilling of five (oil and gas) wells on the company's studio property during the current year has tended to increase our optimism that our future revenue from this source will be substantial."

The notice of the annual meeting discloses remuneration paid to the following company officers in 1954: Al Lichtman, director of domestic distribution, $196,960; W. C. Michel, executive vice-president, $100,360; Skouras, $247,660, and Zanuck, $260,000. The report also notes that Lichtman has repaid loans from the company which at their maximum amounted to $125,000.

The notice contains management's recommendation that stockholders vote against a proposal which has been made by two owners of 10 shares of stock each that cumulative voting for 20th-Fox directors be restored. The voting method was eliminated by stockholders at their 1953 meeting which was highlighted by a proxy contest overwhelmingly won by management.

THIS IS THE ATTRACTION SELECTED
SOUTHEASTERN MOVIE FESTIVAL!
LAUNCH IT WITH A MIGHTY MASS-
IN TENNESSEE, ALABAMA, GEORGIA,



CINEMASCOPE WARNERCOLOR STEREOPHONIC SOUND

ALSO STARRING DAVI

WITH JAMES ARNESS · RICHARD DAVALOS · Screen Play by JAMES WARNER BELLAH and JOHN TWIST DIRECTED B

INAUGURATE THE GALA

WARNER BROS. WILL

OKING IN OVER 300 HOUSES

LORIDA, STARTING MAY 12!



ARRAR · LYLE BETTGER · TAB HUNTER

OHN FARROW



Another great role for that 'Battle Cry' guy!

Wage Law

(Continued from page 1)

ments to the Minimum Wage Standards, which would include employees in circuits operating on an inter-state basis, Brylawski told the committee that picture theatres always had been considered to be in intra-state commerce, not inter-state commerce. He pointed to some recent decisions of the National Labor Relations Board which refused to take jurisdiction in labor disputes affecting theatre owners on the grounds that they were not operating in inter-state commerce.

Says Wages Are High

Speaking for between 85 and 90 per cent of the theatre owners in the country, Brylawski told Sen. Pat McNamara (D., Mich.) who conducted the hearing of the Senate Labor subcommittee of which Sen. Paul Douglas (D., Ill.) is chairman, that "our objection to the inclusion of the theatre in the Minimum Wage Act is not only its suggested floor, but because in almost every category of employees with the possible exception of the ushers, who are almost invariably part-time employees, teenagers, we pay our employees considerably more than even the suggested minimum wage."

Brylawski declared that theatre owners consider Secretary of Labor Mitchell's proposal to extend the Federal Minimum Wage Act to circuits that have theatres in more than one state as "discriminatory." It would obviously place a theatre so operated in an unfair competitive situation with competing theatres operated by circuits completely contained within the limits of a state, or other political sub-division in the continental U.S., he said. "This discrimination would work a great hardship on many theatres today operating, as they are, in a fight for survival," the TOA vice-president said.

Points to Product Shortage

The sustaining life of all motion picture theatres is film, the supply of which, in the last four or five years, has been steadily diminishing to a point where today, most of the theatres have an insufficient number available to keep their doors open, Brylawski said.

"Through the competition of free television, night sports, and other competitors for the entertainment dollar, the public has become selective in its attendance at motion picture theatres. Only the most successful screen hits can show profit at the box office, and then, only if the theatre owners, in the keenest kind of competition, do not have to pay prohibitive film rentals," he said.

"I can assure you that theatre owners are today in a deplorable condition—the shortage of production and the constant and consistent yearly decrease in theatre attendance because of increasing competition for the amusement dollar, have made their future precarious," Brylawski stated.

Cites Closings

In testifying before the House and Senate Ways and Means Committee of the previous Congress statistics were introduced to show that more than 5,000 theatres had closed since 1947, he said.

"Congress, in its wisdom, listening to the sincere pleas of the theatres, reduced the taxes on theatre admissions above 50¢, and remitted all theatre admission taxes below that figure; this action by the Congress unquestionably saved many thousands of theatres from closing, but they are still struggling to live. The extension of the Wage and Hour Act might easily contribute to more theatre closings, so that people would be thrown out of work, enormous losses sustained because single purpose theatre buildings can seldom be used for other purposes, and the almost inevitable retrogression of any business community that has lost the bright lights and the customer-attraction of the motion picture theatre," Brylawski concluded in testifying before the group.

Golden Jubilee June 5-11

National Observance of Nickelodeon Anniversary

PITTSBURGH, April 27.—Plans for the national observance and celebration of the golden anniversary of the country's first nickelodeon during the week of June 5 through 11 are meeting with enthusiastic response in all parts of the country, the Harris Amusement Co., whose founder, the late John P. Harris, opened the nickelodeon here 50 years ago on June 5, reports.

The Mayor of Pittsburgh and Governor of Pennsylvania have proclaimed the week Nickelodeon Week, and moves for similar action are under way in numerous other cities and states.

Newsreels released June 1 and 2 will have footage on the Nickelodeon's golden jubilee. Tie-ups with local merchants, newspaper stories on local events of the 1905 period and interviews with old-timers all are being planned by alert showmen throughout the country for the June week observance.

Started in a Store

Site of the Nickelodeon was a remodelled store where Harris used a muslin sheet as a screen, set up 96 chairs and opened the first theatre to show films—all shorts—exclusively.

Pictures had been shown previously, even by Harris as early as 1897, but until that historic day, they were merely added attractions for vaudeville and stock company programs. The name, Nickelodeon, was formed by combining the admission price with Odeon, the Greek name for theatre.

Harris' theatre had continuous performances that began at 8:00 in the morning and ran until midnight, with the shows running from 12 to 20 minutes each. He also inaugurated the double feature, for the opening features were "Poor But Honest" and "Baffled Burglar." This new medium caught on immediately and the theatre averaged 7,000 admissions a day with nearly 1,000 of these standees.

Among those who noted the fantastic success of the Nickelodeon were Harry M. Warner who worked as a department store salesman across the street at the time and Lewis J. Selznick, jewelry store owner and father of David and Myron. Their observations eventually developed into practical and profitable businesses.

Son Is Operator Today

For Harris, the Nickelodeon was the start of a new phase of show business that saw Harris Enterprises expand into a chain of successful theatres. Today his son, John H. Harris, heads not only the theatres, but is president and producer of the Ice Capades, Ice Cycles and the Pittsburgh Hornets hockey team and founder of Variety Clubs International.

The current owner of the circuit started the campaign for the Golden Anniversary as a one-man show, but it has now developed into a 100-man campaign and is quite likely to reach 1,000. In a letter to exhibitors, he expressed his pleasure over the enthusiastic response to the campaign to honor his father and at the same time help combat the summer slump. He said the newsreels are going to develop something to celebrate the anniversary, probably in their issues around June 1.

3 Pittsburgh Houses To Telecast Fight

PITTSBURGH, April 27. — The Marciano-Cockell fight in San Francisco on May 16 will be televised via closed circuit in the Stanley, Penn and Harris theatres, the three de luxe houses equipped to show such features. Reserved seats will sell for $5 with general admission, $3.50, and no standing room in any house.

Mohr Joins Taplinger

Milt Mohr, former Eastern publicity manager for RKO Pictures, has joined Robert Taplinger and Associates to assist in preparing an information campaign for the Committee Against Pay-As-You-See TV.

Coast Publicist Guild To Dine Pete Smith

HOLLYWOOD, April 27. — Pete Smith, triple Oscar-winning producer of the Pete Smith specialties, who started his industry career in 1914 as a publicist, will be honored June 8th by the Publicists Guild at a luncheon in the Hollywood Roosevelt Hotel, in which the guild will present to him its annual "Tom Tom Award."

Nat James, president of the guild, in making the announcement, pointed out that Smith's pioneering achievements in publicity included inaugurating the editorial use of stills and star portraits in class magazines of general circulation.

Smith is the third individual to receive the award, the first two winners being Frank Whitbeck and Robert J. O'Donnell.

AA Tying in on SE Festival on 2 Films

ALTANTA, April 27.—Allied Artists is tying in with the Southeastern Movie Festival by taking half-page ads on the amusement pages of Sunday editions in four cities, plugging "An Annapolis Story" and "Shotgun." The ads plug the pictures and the festival, and include exhibitor listings in the saturation bookings. Irving Shiffrin, AA exploiteer, is handling the campaign.

Panavision

(Continued from page 1)

any size ratio or squeeze power desired. The results of the tests made at M-G-M, under the supervision of Douglas Shcarer, reveal a 35mm. release print image free of distortion and with spectacular definition.

Regular micro-panatar printing attachments have been in use at M-G-M, Technicolor, Columbia, Universal-International and Loew's for some time.

The first Panavision taking lenses will be used at M-G-M, as this studio pioneered a tremendous amount of original research and experimentation. However, the system will not be held exclusively, as the system will be available to the entire industry.

Panavision recently announced their ultra-panatar projection anamorphoser, which is a reasonably priced, high performance, variable anamorphic projection attachment.

'Saturation'

(Continued from page 1)

entation. A further breakdown shows that of the 13,342 domestic houses, 3,527 have four-track magnetic sound, 707 utilize mixers and 9,108 are optically equipped. Of the total domestic theatres, 10,828 are conventional houses, 2,255 are drive-ins, 240 are military installations and 19 are non-theatrical. Foreignwise, 2,406 of the 5,719 theatres equipped for CinemaScope are utilizing four-track magnetic sound with the balance using optical sound equipment.

The drop in sales of CinemaScope equipment has been attributed by some equipment dealers to the recent Easter holiday period. Many equipment supply concerns anticipate a business pick-up as theatre owners and operators prepare for the summer "boom" period in grosses.

Admission Prices Up For March Period

WASHINGTON, April 27.—The Bureau of Labor Statistics said that motion picture admission prices rose again in the month to mid-March.

Releasing its consumer price index for that month, the Bureau said that "higher motion picture admission charges, particularly to those attending showings of special features, caused the 0.2 per cent rise in reading and recreation costs, despite fairly general small decreases in the price of radio and TV sets."

New $10,000,000 Issue Of G.P.E. Preferred

Hermann G. Place, president of General Precision Equipment Corp., told stockholders at the annual meeting that the corporation is considering the issue of $10,000,000 of new non-convertible preferred stock and increasing term debt by an additional $6,500,000. The purpose of the financing program would be to retire all of the presently outstanding preferred stock and increase the working capital of the corporation.

The outstanding non-convertible preferred shares which are not exchanged, plus all of the outstanding $2.90 cumulative convertible preferred stock, will be called for redemption under the contemplated program.

Disney

(Continued from page 1)

Buena Vista will release at least six shorter pictures from the Disney workshops.

The first of the features to be seen in theatres throughout the country will be "Davy Crockett, King of the Wild Frontier." This is the feature version of Disney's television entertainment, and will come to the theatres this June in Technicolor and in wide-screen ratio.

Through June and July, the Disney feature release will be "Lady and the Tramp," the first full-length cartoon in CinemaScope and stereophonic sound.

'Littlest Outlaw' Scheduled

The Disney feature for release during August and September of this year will be "The Littlest Outlaw," a live-action boy-and-horse story produced entirely against Mexican backgrounds.

Walt Disney's Christmas-New Year release will be his third full feature-length True-Life Adventure, "The African Lion," and the first of these productions to be made outside the area of the United States.

The re-release of "Song of the South" will be Walt Disney's feature for the Easter holiday season of 1956.

In June and July of 1956, Disney will present "Perri," the first of what the producer will call his True-Life Fantasy features. "Perri" will tell the story of a just-born she-squirrel who goes through life in a squirrel colony.

Several Shorts Slated

The shorter films on the Disney schedule will include "Arizona Sheepdog," and "Switzerland," the first of Disney's new "People and Places" series, which will be released with "Lady and the Tramp."

Two other shorter films will be released with "The Littlest Outlaw." They are "Johnny Appleseed," a 20-minute Technicolor excerpt from the Disney "Melody Time," and "The Emperor Penguins," a new eight-minute black-and-white documentary.

'Heart Award'

(Continued from page 1)

Picture Machine Operators of the United States and Canada, will receive the club's second annual Heart Award at the dinner in the Grand Ballroom of the Hotel Waldorf Astoria.

Industry Leaders on Dais

Among those on the dais will be R. W. Altschuler, Rabbi Bernard Birstein, Harry Brandt, Walter Branson, Rt. Rev. Vincent Brosnan, Dr. Sidney Carter, Max Cohen, Robert Coyne, Russell Downing, Jay Emanuel, Edward L. Fabian, Alan E. Freedman, Emanuel Frisch, Herman Gelber, William J. German, Leonard Goldenson, Maurice R. Goldstein, Hon. Charles Halloran, Harland Holmden, Martin T. Lacey, Hon. Matthew M. Levy, Mrs. Chick Lewis, Al Lichtman, Martha Lipton, Donald M. Mersereau, Robert J. O'Donnell, Solly Pernick, Martin Quigley, Charles Reagan, Samuel Rinzler, Herman Robbins, Sam Rosen, Robert Savini, Alfred W. Schwalberg, Fred J. Schwartz, Spyros P. Skouras, Wilbur Snaper, Joseph R. Vogel, Robert Weitman and James L. Wolcott.

The dinner will be followed by an entertainment, details of which will be announced in full later.

SKIATRON STOCKHOLDERS TOLD THAT PAY TV IS 'INEVITABLE'

By LESTER DINOFF

After informing stockholders that the future prospects for Skiatron Electronic & Television Corp. are "excellent," president Arthur Levey, in commenting on pay-as-you-see television, declared that "the opponents of subscription television can only hope for delay—subscription television is inevitable."

"Skiatron is looking optimistically to a favorable decision from the Federal Communications Commission on subscription television and we will make every possible effort to hasten such a decision," Levey said.

"The company will intensify its campaign in securing support for subscription television during the 30-day extension period granted by the FCC for filing of comments on the medium," he said in confirming reports that Skiatron stock will be listed on the American Stock Exchange.

Screened 'Operation Success'

Levey, after screening a 16mm. film "Operation Success" for the Skiatron stockholders at the Fifth Avenue Hotel here, turned all questions about toll-TV over to director James M. Landis. The film, which highlights Skiatron's activities and is narrated by Quentin Reynolds, will be presented on Channel 4, WRCA-TV, in New York, on Saturday at 5 p.m. EDT.

Landis, who will debate the pros and cons of toll-TV on television over the weekend informed stockholders that "the FCC hearing on subscription television while not orally taking place, is going on at present as interested parties are writing the bureau giving testimony about the advantages and disadvantages of the medium.

"At present, sources at the FCC reveal that comments thus far are three-to-one in favor of subscription television.

'Public Interest,' Vital

"The main basic problem of subscription television confronting the FCC is the coding and charging a fee for the ability to decode and whether it is in the public interest. If the FCC decides favorably on toll-TV, the commission will have to also decide on a number of subsidiary questions, such as standards, terms, etc. If the FCC decides that subscription television is not in the public interest, then it will just about ring down the curtain," Landis said.

Firm in his belief that Skiatron is the simplest and cheapest of all the various forms of toll-TV, Landis declared that the many opposition groups to the medium, namely the Committee Against Pay-As-You-See TV, has brought the "hot potato issue" directly to the public and, in turn, the public is saying, "Why not?" "The opposition is making it quite clear as to what the issues are," he said.

Predicts 'New Era'

"Subscription television will usher in a new era of creative arts, in that the television industry would be dependent upon the consumer, rather than the advertiser as it is now," the Skiatron director stated.

In reply to a stockholder question on just which of the many companies would secure the toll-TV rights from the FCC, Landis said that "it is inconceivable that the FCC would amend its rules and regulations to award a monopoly to any one concern. The winner will be determined by the company which makes the best product and we have a very good system which is capable of being adopted by the whole industry."

The Skiatron stockholders voted 858,077 to 500 for the reelection of Levey, Landis, Lawrence Houget, John H. Laub, Philip A. Levey, J. R. Poppele, Frank V. Quigley and Kurt Widder as directors of the company. The directors, after the stockholders meeting reelected officers — Levey, president; Widder, treasurer, and Quigley, secretary.

The stockholders also approved an amendment to the Skiatron by-laws and amendment to the certificate of incorporation.

Wants Names of All Requesting Toll TV

From THE DAILY Bureau

WASHINGTON, April 27. — The battle lines for toll-TV are closing in. An unnamed client has now employed a Washington firm to list the names and addresses of all individuals and organizations writing to ask the Federal Communications Commission to approve subscription television.

Sees Most Houses Using Todd-AO

Within four or five years, a majority of the theatres in the United States will be equipped for Todd-AO pictures, according to James M. Landis, secretary of Todd-AO, Inc. and a director of Skiatron Electronics & Television Corp., who yesterday forecast a "technical revolution within the industry."

Landis said that basic advances have to take place in the motion picture industry in reply to a stockholder's jest that he was "straddling a fence."

"Technical adaptations in the Todd-AO process will be made so that within four or five years, a majority of theatres in this country will be equipped for the medium," Landis said. Current Todd-AO plans are to exhibit the first film produced in that process, "Oklahoma," on a roadshow basis, he said.

DuMont Suffers Loss in Quarter

Allen B. DuMont Laboratories, Inc., lost $27,000 after taxes for the 12-week period ended March 25, 1955, it was announced here yesterday by the company.

This loss compares with a $508,000 profit realized for the 12-week period ended March 28, 1954. Loss-elimination action, the company stated, which is scheduled to be fully effective before the end of the year produced savings of $228,000 during the first 12 weeks of 1955 over the same period last year for the DuMont Television Network. Despite these reductions, the report added, broadcasting losses exceeded manufacturing profits of $700,000, leaving the company with a net loss of $27,000 for the quarter.

Toll-TV

(Continued from page 1)

man speaking for about 20 minutes, followed by a brief question period.

Cohn attacked Zenith's claim that toll TV would be a "new" service for the public and declared that it would merely be "a substitute for an old service." Subscription programs, he said, would be shown on a channel which had previously offered free programs, and "would deprive you of one service in order to bring you another."

Cohn pointed out that Zenith President Eugene MacDonald had estimated advertisers paid one cent per viewer to televise "Peter Pan." Cohn quoted MacDonald as saying, "Wouldn't it be marvelous if each person paid 25 cents to see 'Peter Pan?' That would have brought in $5,000,000." That means, Cohn continued, "Commander MacDonald doesn't want any person to see 'Peter Pan' at one cent per person."

Pierson described subscription TV "as a means of charging a person for some of the programs he listens to," and declared that in the American economy there has always been a charge for service. He said he knew that some motion picture exhibitors were opposed to subscription TV, but he pointed out that exhibitors charge for showing their pictures. Some 2,500 feature films have been produced in the past few years, he declared, "that the people can't see free." The exhibitors, he stated, "took away championship prize fights and are trying to take away the World Series" from the free television audience.

Pleads for 'A Chance'

There is opposition even to giving subscription television a chance, Pierson concluded, but it is "entitled to a chance." Congress and the Commission have protected the public in the past, he said, and "they will not be less alert to exercise regulatory power on subscription TV."

'SAC' at Paramount Sets Mark for Week

"Strategic Air Command," in its opening week at the Paramount Theatre here, grossed $108,000, an all-time boxoffice record for the house since it began operating on an all-film policy, it was disclosed yesterday by Paramount.

The picture, filmed in VistaVision, will start its second week at the theatre today.

Martin Names Denning

E. D. Martin, president of the Theatre Owners of America, has appointed Horace Denning of Jacksonville, Fla., as co-chairman of the drive-in theatre committee of the national exhibition group, it was announced here. Denning is president of the TOA affiliate group, Motion Picture Exhibitors of Florida.

'Green Magic' Set

"Green Magic," documentary-adventure film of the Bonzi expedition across South America, will have its American premiere at the Little Carnegie Theatre here, following the completion of the run of its current attraction.

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NEW YORK PARA



"The full advantage of VistaVision in giving size, depth and clarity, as well as fidelity of color, is richly and dramatically apparent."
—*New York Times*

VISTA

MOTION PICTURE H

OUNT'S

R COMMAND"

Color by Technicolor

EST FIRST WEEK

NG HOLIDAYS-IN

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MOUNT THEATRE!

ISION

HIGH-FIDELITY

"VistaVision creates a greater intimacy and feeling of participation."
—*N. Y. Daily Mirror*

"VistaVision adds to the sweep and scope."
—*N. Y. Journal-American*

Senate Trade Pact Debate on Monday; Passage Seen Likely

From THE DAILY Bureau

WASHINGTON, April 27.—The Senate is scheduled to start debate on Monday on legislation to extend the reciprocal trade agreements program.

The Senate Finance Committee late yesterday approved a bill that came far closer to meeting Administration recommendations than even the strongest supporters of the program had expected. What's more, the fact that the finance committee approved the bill and voted down various protectionist amendments by a good margin indicated that the bill might well pass the Senate substantially in its present form. This would be a major victory for the program, which has been strongly backed by the motion picture producers.

The bill cleared by the finance committee would extend the tariff-cutting program for three years, and give the President power to cut tariffs another 15 per cent. Chances for approval of the bill without strong protectionist amendments were improved when the finance committee adopted a compromise amendment to give the President power to "adjust" imports of any article if they "threaten to impair the national security."

Buffalo Para. Office Wins Sales Contest

Paramount's Buffalo branch, headed by Edmund C. DeBerry, has won top position in the company's "A Salute to the Future" sales contest held last year in conjunction with celebration of Paramount's 40th anniversary.

Top salesman in the final standings was Peter R. DeFazio of Indianapolis, with Eugene E. Beuerman of Los Angeles in runner-up spot, and Charles A. Caliguiri of Des Moines in third place.

New Haven branch, managed by Henry Germaine, took second spot in the race among the branches, and Chicago, managed by J. H. Stevens, emerged in third position.

WOR, 6 Others Sign 'Gangbusters' Deal

New York stations WOR and WOR-TV have joined six other Coast and Midwestern stations as the first outlets to sign contracts under which they will participate in the gross of "Gangbusters" in return for air plugs on the picture prior and during the run of the film. The picture will open here in July. George Waldman is the distributor.

Other participating stations are KHJ and KHJ-TV, Los Angeles; WLW-T, Cincinnati; WLWD, Dayton; WLWC, Columbus, and WLWA, Atlanta.

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Reviews

"To Paris With Love"

(Continental-Rank)

CHARM and off-beat comedy usually are associated with an Alec Guinness picture, but unfortunately "To Paris With Love" doesn't quite measure up to its predecessors. The fault probably lies in the story and dialogue, not in the acting, because the star and supporting cast are quite adept.

The picture has many amusing moments, however, and the Guinness name is still the most potent British one on this side of the Altantic. Despite its many faults, "To Paris With Love" should still attract a large number of the star's following.

Guinness plays a wealthy aristocrat who goes to Paris with his son Vernon Gray, so that the latter may learn a little about life. The boy, convinced that his widowed father needs an escape from a sheltered existence, is overjoyed at the idea. However, when father becomes enraptured with a sweet young thing intended for the son, and the son falls for a mature woman perfect for father, the situation becomes a complex and sometimes jolly mixup.

Adding to the confusion are the young girl's boy friend and family and some friends of the Guinness clan. The situation is resolved tidily, if patly, and the Paris vacation proves to be a semi-success.

Despite his paucity of material, Guinness is adroit, funny and charming as the hermit let loose in the big town. Odile Versois is fetching as the young lady who causes most of the commotion and Gray is properly naive as the son. The rest of the cast is unknown, even to art house patrons, but still makes the most of the meager material.

This Two Cities Film was produced by Antony Darnborough, directed by Robert Hamer and written by Robert Buckner. It is a J. Arthur Rank Organization presentation and released here by Continental Distributing, Inc.

Running time, 78 minutes. Adult classification. For April release.

"The Big Tip Off"

(Allied Artists) *Hollywood, April 27*

RICHARD CONTE, last seen as a smoothie on the wrong side of the law, comes to the screen here as a smoothie on the right side of it, which is to say, in a sense, that whereas he's been dishing out the lumps recently, he's on the receiving end of them this time. With him in this venture are Bruce Bennett, Cathy Downs, Constance Smith and a large number of other players portraying characters, good and bad, in and around Los Angeles, lately the common-denominator terrain of all the gangster pictures in the release chart.

In the present appearance, a production by William F. Broidy and his associate producers, Ace Herman and A. Robert Nunes, from a script by Steve Fisher directed by Frank McDonald, Conte plays a daily newspaper columnist who attains national circulation for his column by accepting anonymous tips which enable him to be present at the scene of murder at the time the murder is being committed, thus scooping even the police with the news. He serves a short stretch in jail for refusing to reveal the source of his tips, which he doesn't know, and he gets beaten up by a murder victim's brother for the same reason, but he goes along with the thing until he discovers the tips are coming from an old pal of his, believed to have inherited a fortune, who finally sets him up as emcee of a phony charity-telethon and frames him to take the rap for the missing proceeds. The violence gets more violent after that, but everybody gets his just deserts.

Running time 78 minutes. General classification.

WILLIAM R. WEAVER

"Tsar to Lenin"

(Herman Axelbank)

THIRTEEN years went into the assembling of this picture which, in a revised version can claim to be a most complete, impartial and exciting cinema history of the revolution in Russia. Its scope and power probably never have been matched for authenticity; the viewer is an eyewitness to events that have shaped and are shaping the world today. With excellent commentary by Max Eastman, the film footage covers the actual happenings from 1914 to 1920.

The film traces the ill-fated Tsar Nicholas II and the collapse of Russia under his reign to the rise in power of the Soviet Union. The picture is timeless. Events that have occurred since 1920 only augment the impact.

Although "Tsar to Lenin" may have been aimed primarily at the art theatres, its potency could be cashed in on by conventional theatres with proper promotion.

Running time, 76 minutes. General audience classification.

W.H.

'Searchers' to WB

BURBANK, Calif., April 27. — "The Searchers," adventure drama to be directed by John Ford starring John Wayne and produced by C. V. Whitney Pictures, Inc., will be distributed by Warner Bros. Merian C. Cooper is vice-president in charge of production of C. V. Whitney Pictures, Inc., and Patrick Ford is his executive assistant.

Cite Mills, Ament

The National Association for Mental Health yesterday awarded special citations to Taylor Mills, Motion Picture Association of America, and Walton C. Ament, Warner News, Inc. for their assistance in recording on newsreel the launching of the Mental Health Fund campaign by Secretary Oveta Clup Hobby which took place on April 15.

Film Industry and Cinerama Producers Lauded in Senate

From THE DAILY Bureau

WASHINGTON, April 27.—Senator Thye (R., Minn.) took the Senate floor to praise the producers of Cinerama and the entire motion picture industry for having made Cinerama available for U. S. display at international trade fairs in Damascus and Bangkok last year, "and in planning it for future trade fairs."

He said Cinerama was a film that "permits all the people of the world to have an understandable picture of the United States, its recreational activities and industrial production and the daily routine of living." The Minnesota lawmaker urged continued U.S. participation in international fairs.

Terms to Highlight NCA Convention

Special to THE DAILY

MINNEAPOLIS, April 27.—Theatremen's protests against current percentage terms will receive top priority when North Central Allied holds its annual two-day convention at the Hotel Nicollet here beginning next Monday.

With NCA already committed to Federal regulation, the NCA membership is expected to endorse recent moves for a united front with the Theatre Owners of America.

Benjamin Berger, NCA president, will report on the results of the national Allied-TOA meeting in Chicago on April 20 and his subsequent discussion with U. S. Senator Hubert H. Humphrey on regulatory legislation. Other speakers will be Ruben Shor, national Allied president; Abram F. Myers, Allied general counsel, and Stanley L. Kane, NCA executive counsel, who will discuss subscription television.

Following the two-day North Central Allied convention here, M-G-M will conduct a ticket selling workshop on May 4.

Sign Bishop Sheen To ABC-TV Pact

Bishop Fulton J. Sheen, whose "Life Is Worth Living" television program has been a feature over the DuMont Network for the past five years and sponsored by Admiral Television Corp. for the last four years, has been signed to an exclusive long term contract by the American Broadcasting Co., it was announced at a press conference yesterday. In introducing Bishop Sheen to the newsmen, ABC president Robert F. Kintner stated, "We have long wanted to bring to ABC His Excellency, Bishop Fulton J. Sheen, and when we realized that his contract was almost up, we moved quickly."

The new series of "Life Is Worth Living" will be seen every Thursday evening from 8:00 to 8:30 starting early in October over an ABC-TV network consisting of 117 stations.

Named CBC Governors

OTTAWA, Ont., April 27.—Gordon Arnaud Winter, St. Johns, and Roy J. Fry, Winnipeg, have appointed governors of Canadian Broadcasting Corp. for a three-year period by the Canadian government.

Exchange Strike Looms in Mexico; Slated for June 1

Special to THE DAILY

MEXICO CITY, April 27. — A strike looms June 1 against American and Mexican distributors. That threat was renewed by the National Cinematographic Industry Workers Union (STIC) with the approach in May of the bi-annual revision of collective labor contracts which it has with the distributors. This revision will feature the customary demand for a pay hike. STIC said more pointedly that it certainly will call the strike unless the revision fully satisfies it.

Trade Opinion Varies

Trade opinion is divided as to whether or not there will be a strike. Some are confident that all will be settled with a 10 per cent increase. But others fear there will be a strike because they don't see how distributors can continue granting pay hikes every time STIC demands them. STIC has won as high as 35 per cent wage increases.

The Americans involved are Metro, RKO, Paramount, Universal-International, 20th Fox, Columbia Pictures, United Artists, Republic and Allied Artists. The Mexicans are Peliculas Nacionales, Distribuidora Mexicana, Distriuidora Independente and Rodriquez Hermanos.

Name New Trustees Of 'Jimmy Fund'

Special to THE DAILY

BOSTON, April 27.—Arthur H. Lockwood, president of the Children's Cancer Research Foundation, has announced members of the industry who have been newly appointed to the board of trustees of the Foundation, popularly known as the Jimmy Fund, which is for furthering research and caring for children afflicted with cancer. The foundation was founded by the Variety Club of New England and is sponsored by the motion picture industry, the Boston Red Sox and the Chiefs of Police. The new board members are:

Samuel "Steve" Broidy, president of Allied Artists; Leonard H. Goldenson, president of AB-PT; Ralph Wheelwright, executive director of public relations, MGM; Simon Fabian, president of the Stanley Warner Corp.; Samuel Rosen, executive vice-president of Stanley Warner; Claire R. Emery, "Big Brother," national television personality, and Ralph Tully, Portland, Me.

Two Life Trustees

Other trustees are: honorary life trustees and past presidents Martin J Mullin and John J. Dervin.

Trustees now serving on the board are: Frederick Ayer, James J. Britt, Walter A. Brown, Joseph Cronin, Kenneth Douglass, Dr. Sidney Farber, J. Wells Farley, Edward Fay, Harry Feinstein, Theo. Fleischer, Peabody Gardner, Louis M. Gordon, Curt Gowdy, Carl Haffenreffer, Parkman D. Howe, William S. Koster, Reuben Landau, Arthur Lockwood, James Marshall, Herman Mintz, Hector Pelletier, Louis R. Perini, Michael Redstone, Benn Rosenwald, Philip Smith, M. Murray Weiss, Ted Williams, Thomas A. Yawkey and Samuel Pinanski.

Anyway It Was The Right Title

BREWTON, Ala., April 27.— When heavy rains flooded the street in front of the Ritz Theatre here, the water gushed into the theatre so that the screen was almost inundated. The theatre was showing "On the Waterfront."

NY Censors Report No 'Toto' Bans

The New York State censorship board reviewed 1,289 films during the course of the April 1, 1954-March 31, 1955 fiscal year, none of which was condemned in toto, it was disclosed here this week in a statistical report rendered by Dr. Hugh M. Flick, director of the Motion Picture Division of the State Education Department.

Dr. Flick, asked if this was the first time that a yearly report of his agency revealed that no film had been condemned entirely by the board, replied that it was the first time since he became head of the division in 1949. Questioned as to whether recent U. S. Supreme Court decisions had anything to do with the lack of "condemnations in toto" in 1954-55, Dr. Flick replied in the negative. He credited the board's accent on conferences with producers and distributors in order to work out mutually acceptable deletions for the absence of films "condemned in toto."

He acknowledged that the report did not show films on which deletions had been requested, but had been refused by producers, thus preventing their licensing in New York State. Few of such films fell into that category, Dr. Flick added, however. Among the few in the 1954-55 fiscal year, he mentioned, "Mom and Dad," and "Son of Sinbad," the latter an RKO Radio Pictures release, recently revised and licensed.

A breakdown of the figures contained in the report disclosed the following: Of the 1,289 films reviewed and approved, 633 had a Code Seal, 598 did not. The majority of the latter were foreign-made films.

278 American-Made

It was added that the "summary does not indicate those pictures which subsequent to licensing by the state censor board are submitted to the Motion Picture Association for its seal of approval." Many foreign films, once they gain some popularity, fall into that category, it was explained.

Of the 743 feature films licensed, 262 were American-made and approved without eliminations and 16 with eliminations. Only 39 of the American-made films approved did not carry a Code Seal at the time of their licensing by the board. In the previous fiscal year, the board approved 881 feature films.

In the 1954-55 fiscal year, the board licensed 540 short subjects as compared to 550 the previous year. Only two American-made feature films, which had a Code Seal, required eliminations for board approval, according to the report.

All figures, it was explained, include both 35mm. and 16mm. films.



James Stewart in "The Man From Laramie" co-starring Arthur Kennedy, Donald Crisp, Cathy O'Donnell, Alex Nicol and Aline MacMahon with Wallace Ford • Screen Play by Philip Yordan and Frank Burt based upon the Saturday Evening Post story by Thomas T. Flynn • Directed by Anthony Mann • A Columbia Picture • A William Goetz Production in CinemaScope Color by Technicolor

Announcing the

36th ANNIVERSARY CONVENTION

of the

ALLIED THEATRE OWNERS OF NEW JERSEY, INC.

at the fabulous

CONCORD

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JUNE 21-22-23, 1955

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 84 NEW YORK, U.S.A., FRIDAY, APRIL 29, 1955 TEN CENTS

In the 'Record'

Congressman WantsIndustry Censor-Free

Pleads for International Exchange of Pictures

From THE DAILY Bureau

WASHINGTON, April 28.—Rep. Thompson (D., N. J.) declared it is vitally important to keep the motion picture industry free of censorship.

He inserted in the Congressional Record various sections of the 1954 annual report of the Motion Picture Association, including two long reports by president Eric A. Johnston, outlining the importance of the screen as a free institution and the need for a free international flow of film.

Thompson said the motion picture was undoubtedly one of the most important world media of mass communications. "Because it is so important," he continued, "it is vitally necessary to keep it free of a censorship of a type which could only lead to its deterioration. The industry has long prided itself on its ability to set its own standards on the highest level and to serve the public in manifold ways and in many fields." The New Jersey lawmaker listed some 30 "outstanding" pictures of 1954.

Court of Appeals Adjourns Without Action on 5% Tax

Special to THE DAILY

ALBANY, N. Y., April 28.—The Court of Appeals adjourned until May 23 without handing down a determination in the appeal by New York City from an Appellate Division ruling of early this year which invalidated the collection of the major breakage on the five per cent admissions tax.

Both exhibition and New York City attorneys had expected the states high-

(*Continued on page 6*)

Krim to Keynote UA London Meet

Arthur B Krim, president of United Artists, will keynote the company's international sales convention opening next Tuesday in London, it was announced in the British capital by Arnold M. Picker, vice-president in charge of foreign distribution, who will preside over the week-long ses-

(*Continued on page 6*)

Judging Slated for Monday

Rosen Guest Speaker at Quigley Awards Luncheon

Sam Rosen, executive vice-president of Stanley Warner Corp. and vice-president of Cinerama, will be the principal speaker at the luncheon Monday which will follow the judging of the Quigley Awards for showmanship.



Sam Rosen

Both the luncheon and judging will be held at Toots Shor's restaurant here. In the judging, approximately 50 top advertising and publicity executives from circuits and distribution home offices will participate in the examining of the campaigns submitted during the last year by members of the "Motion Picture Herald's" Managers' Round Table.

The judges will select three Grand Award winners for this, the 21st of

(*Continued on page 6*)

No Toll Television Hearings in August

From THE DAILY Bureau

WASHINGTON, April 28.—There will be no toll television hearings or argument during August.

That much became certain today. The Federal Communications Commission announced that to assist its staff and outside lawyers in their "vacation planning," it had decided not to schedule any argument or hearings during August.

RKO Theatres Net $535,236

Consolidated net income of RKO Theatres for the first quarter of 1955 was $535,236 as compared with $531,-451 for the first quarter of 1954 before deduction for special items, Dudley G. Layman, vice-president, reported here yesterday.

After deduction of special items, it was added, the net income was $485,-358 for the 1954 period, which reflected a loss on the sale of theatres as special items. There was no sale of theatres recorded for the comparable period.

For the 13-week period ended April 2, income from operations was put at

(*Continued on page 6*)

TESMA Directorate Meets Here Today

The first 1955 meeting of the board of directors of Theatre Equipment and Supply Manufacturers' Association will take place here this morning at the TESMA offices in the Times Tower Building.

The meeting will be conducted by Fred C. Matthews, TESMA president, of Motiograph, Inc., who arrived last night from Chicago.

Other officers and members of the board who will be present include: Lawrence W. Davee, TESMA vice-president, Century Projector Corp.;

(*Continued on page 6*)

Schine Contempt Case May Have to Be Tried Again Due to Judge's Illness

Special to THE DAILY

BUFFALO, April 28.—It is reported here that Judge Knight, who presided at the long contempt trial of Schine Chain Theatres, Inc. will resign soon from the bench because of his illness. Judge Knight will celebrate his 83rd birthday tomorrow.

One of the longest trials in Buffalo history may have to be tried all over again if the judge does resign before handing down a decision which is still pending. It is said to be doubtful that he will hand down a decision in view of his serious illness. He now is confined to a Buffalo hospital where he was taken following a heart attack is his Arcade, N. Y. home.

The government therefore may soon face a situation whereby it will either call for a new trial or dismiss the charges.

Luncheon Today

MPAA Meet May Admit 'Trade Views'

Session Expected to Be 'Open' for Discussions

While today's luncheon meeting of company presidents with Eric Johnston, president of the Motion Picture Association of America, has been called specifically for the discussion of forthcoming film pacts with foreign countries, it was reported yesterday that the sessions will be "open" to proposals regarding trade practices and exhibition's bid for a conference with distribution's top executives.

No formal agenda has been prepared for the meeting today, an MPAA spokesman said, but there is nothing to prevent a company president to throw the proposed exhibition-distribution top-level parley on the table for debate.

Spyros Skouras, president of 20th Century-Fox, is reported to be in favor of the conference and may express his opinion on the issue at today's meeting. Barney Balaban, president of Paramount, also has indicated that he would express his company's

(*Continued on page 6*)

B'way Association On Record Against Subscription TV

The Broadway Association, representing businessmen of all types in the heart of New York, has gone on record in a message to the New York City Council and the Federal Communications Commission as being firmly opposed to subscription television.

In letters addressed to the FCC and members of the City Council the association said its opposition was based on the fact that entertainment and re-

(*Continued on page 6*)

ASCAP Reelects All Present Officers

At the board meeting of the American Society of Composers, Authors and Publishers yesterday—the present officers were re-elected for another one-year term.

In a show of confidence in the present administration, Stanley Adams was re-elected as president of the So-

(*Continued on page 6*)

Personal Mention

ROY DISNEY, president of Walt Disney Prod., will leave here for the Coast tomorrow.

•

MEYER FINE, president of Associated Theatres, Cleveland, and MRS. FINE, at a dinner this week announced the engagement of their son, MARSHALL, to PATRICIA KROW of McKeesport, Pa.

•

WARREN B. DANA, son of P. T. DANA, Universal Pictures Eastern sales manager, will be married tomorrow to ELEANOR SCHANO in St. Margaret's Church, Pittsburgh.

•

C. GLENN NORRIS, 20th Century-Fox Eastern sales manager, and JACK BLOOM, his assistant, were in Gloversville, N. Y., this week from Washington.

•

HARRY FELLERMAN, sales head of the Universal International special films division, will leave here Tuesday for Cleveland.

•

SIDNEY RECHETNIK, Warner Brothers home office publicist, is the father of a girl born to MRS. RECHETNIK yesterday at Doctors Hospital here.

•

MAX MINK, manager of the RKO Palace Theatre, Cleveland, will leave there this week with MRS. MINK for Rochester and New York.

•

JACK ROTHENBERG, United Artists controller of advertising, is the father of a daughter born to MRS. ROTHENBERG here this week.

•

VIRGINIA HIGGINS, Allied Artists casting director, will be married in Los Angeles on May 7 to GERRATT BRADFORD WILKIN, JR.

•

MANNY PEARSON, M-G-M press representative in Cleveland, has returned there from New York.

Hollywood's People Defended by MPIC

HOLLYWOOD, April 28. — The Motion Picture Industry Council proved its fighting efficiency conspicuously today. When executive secretary Lou Greenspan, responding to newspaper, wire service, radio and television reporters following up on anti-Hollywood remarks imputed to a prominent American evangelist speaking in Glasgow, Scotland, furnished facts and figures negating charges that life as lived in the Hollywood production community is "empty and miserable."

Greenspan furnished such statistics as these: 78 per cent of people in Hollywood production work are married, and 70 per cent of these people have not been divorced; 61 per cent attend religious services regularly.

These and other accompanying facts refuting published allegations were on front pages, on radio and television programs here all day and evening.

Rep. 'Holders to Hire 'P-R' Firm

The Republic Pictures Stockholders Protective Committee plans to retain a public relations firm shortly for the solicitation of proxies in its contest against the management of Republic president Herbert J. Yates, it was learned here yesterday.

The committee also is expected to follow up its preliminary filing with the Securities and Exchange Commission with a new filing of its intentions and composition. It is understood that one of the public relations firms now being considered by the committee is David Carr and Associates.

Record Air Plugs For 'Long Legs'

What is claimed to be the biggest three-day radio saturation advertising campaign in 20th Century-Fox history will see 487 spot announcements on "Daddy Long Legs" programmed to New York's listeners this weekend calling attention to the premiere engagement of the CinemaScope production at the Roxy Theatre, starting next Friday.

The Samuel G. Engel production starring Fred Astaire and Leslie Caron and co-starring Terry Moore and Thelma Ritter will bow Thursday evening.

Utilizing a variety of messages, ranging from station break to full one-minute announcements, the campaign which starts today will center in nine network and independent stations. Network stations participating in the programming line-up are CBS, RCA, ABC and WOR-Mutual. Independent stations represented are WNEW, WINS, WMCA, WMGM, and WQXR.

Army Music for Premiere Of "Daddy Long Legs"

The world premiere of 20th Century-Fox's "Daddy Long Legs," to be held at the Roxy Theatre here next Thursday, will receive a musical salute from the First Army Band, which will be heard under the direction of Chief Warrant Officer Arthur R. Hardwick.

Proceeds of the premiere will go to the March of Dimes. Ceremonies will be covered by radio and TV.

To Discuss Needs of Children's Library

The two-man sub-committee of the sales manager's committee of the Motion Picture Association of America will meet next week to work out and report on what is needed to increase the effectiveness of the Children's Film Library.

The sub-committee, which is composed of Monroe Goodman of Paramount Pictures and Bernard Goodman of Warner Brothers, is expected to discuss the films needed by the Children's Film Library and the opportunities for the showing of films especially suited for children.

Bracken Shows 4-D Theatre Speaker

A 4-D multi-flare theatre speaker system which is said to be an improvement over the current stereophonic sound speaker systems now in use, will be offered to theatres and large auditoriums, according to Eddie Bracken, head of Eddie Bracken Enterprises, whose subsidiary, Stan White, Inc., devised and manufactures the speakers.

Bracken, in demonstrating his speaker at the Hotel Edison here yesterday before representatives of equipment concerns and film organizations, claimed the 4-D speaker system gives theatres a sound which achieves a realism never before attained.

The 4-D theatre speaker system provides new four dimensional sound with tremendous power and clarity, Bracken declared.

'Carmen' at Cannes' But Not Competitive

HOLLYWOOD, April 28. — Through the personal intercession of Spyros Skouras, president of 20th Century-Fox, publishers of the opera "Carmen" have given permission for a special showing of Otto Preminger's production of "Carmen Jones" during the Cannes Festival, although they have stipulated that it must be shown out of competition.

Favre LeBret, head of the Cannes Festival Committee, has arranged to show the picture in a performance on May 11, and has invited Preminger and star Dorothy Dandridge to attend as special guests. The producer-director will leave for Cannes on May 1, and Miss Dandridge on May 8, providing it can be arranged with the management of the Waldorf-Astoria where she is now appearing in the Empire Room.

Seven Pre-release Dates for 'Melody'

M-G-M's "Interrupted Melody" will have seven pre-release engagements in May, following the U. S. premiere of the picture at the Radio City Music Hall on May 5, it was announced yesterday.

The first out-of-town opening of the picture will be held May 25, and it will open later in the following theatres and towns: Warfield, San Francisco; Grand, Atlanta; Stillman, Cleveland; Astor, Boston; Shea's Buffalo, Buffalo; and the Trans Lux, Philadelphia.

The world premiere of the picture was held on April 20 at the Metro Theatre in Melbourne, Australia, where Ann Miller appeared in person as the M-G-M studio representative, making a series of additional appearances in a number of other Australian towns after the world premiere.

'Roberts' to Music Hall

"Mister Roberts," a Leland Hayward production in CinemaScope for Warner Bros. presentation, has been booked by Radio City Music Hall to open early in July, Russell V. Downing, managing director of the theatre, has announced.

News Roundup

Amusement Supply Moves

After 22 years at the same address on W. 44th Street here, Amusement Supply Co. Inc., is moving across the street. This company represents Century Projector in this territory.

■

New Mexican Lab

Filmscolor, S. A., exclusive distributor in Mexico of Ansco Color, has established a developing plant in Mexico City. Producers estimate that the service will cut their production costs by 30 per cent. The plant is managed by Abelardo Rodriguez, Jr., son of the former president of Mexico.

■

Canadian Imports Off

Canadian film imports declined to $859,000 during January this year in contrast to $890,000 in December, 1954, but still above the $642,000 in January a year ago, Canadian Government reports.

■

Adds Board Members

The Variety Clubs-Will Rogers Memorial Fund, Inc., has registered an amended certificate in Albany increasing the number of directors. The figures of not less than 20 and not more than 40 have been changed to read to "not less than 30, nor more than 45."

■

Drop-Drive-in Plan

Plans for a drive-in theatre on the Waterbury-Litchfield (Conn.) Road, have been dropped by Avery Lamphier, "because of so much public unrest and to avoid another battle." The State Supreme Court of Errors has reported an unfavorable decision on a recent appeal of an injunction against the theatre.

Fedderson Show Scores

HOLLYWOOD, April 28. — Don Fedderson's "Millionaire," television program, scored a sharp uprise in trade ratings, it was disclosed today, with a Neilsen rating of 35.4; ARB giving it 17th place among all television shows, and average trendex rating it 26.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE GLASS SLIPPER"
in radiant COLOR starring
Leslie CARON • Michael WILDING
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

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McGee in Plea For Industry Round-Table

Special to THE DAILY

DENVER, April 28.—A plea to company presidents to "get out of their ivory towers" and agree to meet with exhibitors in an industry round-table conference was made here today by Pat McGee, general manager of Cooper Foundation Theatres.

The conference, according to McGee, who also is a top leader in Theatre Owners of America, need not "discuss film terms on the basis of specific instances . . . but to see where we're going in the industry." Parenthetically, McGee said he agreed that "particular abuses ought to be discussed with the company president involved," inferring that "particular abuses" should be aired outside the proposed industry conference in a direct meeting between exhibition leaders and the respective presidents.

"There is no basis for the company presidents placing the blame for failure to meet on their lawyers," McGee charged. "If these company presidents fear further legal problems resulting from an industry conference, the Department of Justice could very easily quiet their fears by sanctioning the meeting ahead of time," he continued.

"Also, many exhibitors own stocks in these film companies, and we may have to attend more stockholders meetings if that is the only forum open to us," he added.

On the other hand, McGee went on, in a statement issued to the trade press, "if the company presidents will only meet with exhibitors, they might find us willing to go to the Congress in an effort to adjust several troubling matters, including a change in income tax rulings."

McGee blamed the product shortage as the root of exhibition's current problems.

Recalls Former Proposal

Declared the TOA leader: "Realistic, hard-thinking, practical theatre men anticipated all this long ago. My recollection is that Si Fabian, Sam Pinanski, and many others, proposed an exhibitors' film financing company many years ago, but exhibitors were still fat and sassy and paid no heed. Exhibitors Film Finance Group has now been organized and it must be apparent that the final and complete solution of exhibition's problems lies in active participation in the production of films. If pay-as-you-see television becomes a reality, theatres may have to rely on their own production companies for a suitable supply of film. Had we heeded the advice of our experienced and prescient men seven years ago, it is conceivable that the unpleasant conditions existing today might never have come to pass."

March Dividends Up Over Last Year

WASHINGTON, April 28.—Publicly reported cash dividends paid by industry companies amounted to $3,899,000 in March of this year, the Department of Commerce has announced.

This is an increase over the $3,482,000 paid in March, 1954, and continues the trend of increased payments evident earlier in the year. In the first three months of this year, industry companies paid out $7,143,000 in dividends, compared with $5,529,000 paid in the same period last year.

UAC Reports Drop In Net Earnings

OTTAWA, April 28.—United Amusement Corp., Ltd., theatre chain, reports a net profit of $312,357 for the year ended Dec. 31, 1954, compared with $433,023 in the previous year and working capital dropped to $1,131,474 against $1,239,826.

Quebec circuit also reports profits amounted to 97 cents on combined A and B shares against $1.34 in preceding year.

'Harem' on Tour

HOLLYWOOD, April 28. — The "Sinbadettes," four of the Harem beauties from Howard Hughes' "Son of Sinbad," will leave here Sunday on a nation-wide tour. Their first stop will be Denver. The girls will spend the next few weeks visiting 16 key-cities in advance of the film's release. "Son of Sinbad" will have its world premiere at the Fox Theatre, St. Louis, and go into general release right after.

Bingo Okayed

WORTHINGTON, O., April 28.—Village council approved an ordinance permitting bingo, card parties and raffles when conducted for charity. The vote was 5-1.



Songs by Academy Award winner **JOHNNY MERCER** • Ballet Spectaculars by **ROLAND PETIT**
Dances by **ASTAIRE** and **CARON** to the big-band beat of **RAY ANTHONY** and his Orchestra!
Produced by **SAMUEL G. ENGEL** • Directed by **JEAN NEGULESCO**
Screen play by **PHOEBE** and **HENRY EPHRON**

YOUR BIGGEST ENTERTAINMENT DATE!
– FROM 20TH IN MAY

MOTION PICTURE DAILY'S BOOKING CHART

ALLIED ARTISTS

SEVEN ANGRY MEN
Raymond Massey
Debra Paget
Jeffrey Hunter
90 min.
(Rev. 3/8/55)
(Release 3/27/55)

ANNAPOLIS STORY
(Color)
John Oerek
Diana Lynn
Kevin McCarthy
Alvy Moore
81 min.
(Rev. 3/25/55)
(Release 4/10/55)

HIGH SOCIETY
Leo Gorcey
Huntz Hall
Bernard Gorcey
Amanda Blake
61 min.
(Release 4/17/55)

SHOT GUN
(Color)
Sterling Hayden
Yvonne DeCarlo
Zachary Scott
Robert Wilke
80 min.
(Rev. 3/21/55)
(Release 4/24/55)

LAS VEGAS SHAKEOOWN
Oennis O'Keefe
Coleen Gray
Thomas Gomez
Charles Winninger
77 min.
(Release 5/8/55)

DARK VENTURE
Frank Lovejoy
Forrest Tucker
Peggie Castle
Timothy Carey
79 min.
(Release 5/22/55)

COLUMBIA

(April Releases)

THREE FOR THE SHOW
(Color)
Betty Grable
Marge & Gower Champion
Jack Lemmon
Myron McCormick
93 min.
(Rev. 2/17/55)
SS

JUNGLE MOON MEN
Johnny Weismuller
Jean Byron
Helene Stanton
Billy Henry
Kimba
70 min.
(Rev. 3/28/55)

RETURN OF OCTOBER
Glenn Ford
Terry Moore
89 min.

(May Releases)

THE END OF THE AFFAIR
Deborah Kerr
Van Johnson
John Mills
D—106 min.
(Rev. 4/13/55)

TIGHT SPOT
Ginger Rogers
Edward G. Robinson
Brian Keith
97 min.

CELL 2455, DEATH ROW
William Campbell
Robert Campbell
Marian Carr
Kathryn Grant
D—77 min.
(Rev. 4/14/55)

SEMINOLE UPRISING
(Color)
George Montgomery
Karin Booth
74 min.
(Rev. 4/25/55)

LIPPERT

THE GLASS TOMB
John Ireland
(Release 2/4/55)

M-G-M

(April Releases)

THE GLASS SLIPPER
(Color)
Leslie Caron
Michael Wilding
Keenan Wynn
Estelle Winwood
94 min.
(Rev. 2/14/55)

BEOEVILED
(Color)
Anne Baxter
Steve Forrest
89 min.
(Rev. 4/18/55)

(May Releases)

THE PROOIGAL
(Color)
Lana Turner
Edmund Purdom
Louis Calhern
Tania Elg
114 min.
(Rev. 3/28/55)
CS

THE MARAUDERS
(Color)
Oan Duryea
Jeff Richards
Keenan Wynne
Jarna Lewis
80 min.
(Rev. 4/15/55)

PARA.

(April Releases)

RUN FOR COVER
(Color)
James Cagney
John Oerek
Viveca Lindfors
Jean Hersholt
92 min.
(Rev. 3/18/55)
VV

MAMBO
Shelley Winters
Silvana Mangano
Vittorio Gassman

(May Releases)

STRATEGIC AIR COMMANO
(Color)
James Stewart
June Allyson
Frank Lovejoy
D—110
(Rev. 3/31/55)
VV

HELL'S ISLANO
(Color)
John Payne
Mary Murphy
Francis L. Sullivan
D—84 min
VV & PS

REPUBLIC

(April Releases)

SANTA FE PASSAGE
(Color)
John Payne
Faith Oomergue
Rod Cameron
90 min.

I COVER THE UNDERWORLO
Sean McClory
Joanne Jordan
Ray Middleton
70 min.

RKO

(April Releases)

QUEST FOR THE LOST CITY
Documentary—60 min.
(Rev. 12/23/54)

ESCAPE TO BURMA
(Color)
Barbara Stanwyck
Oavid Farrar
Robert Ryan
(Rev. 4/15/55)
CS

BERLIN EXPRESS
(re-release)
Merle Oberon
Robert Ryan

THE INFORMER
Victor McLaglen
Heather Angel
Preston Foster
(Rel. 4/6/55)

(May Releases)

BRINGING UP BABY
(re-release)
Katharine Hepburn
Cary Grant

I REMEMBER MAMA
(re-release)
Irene Dunne
Barbara Bel Geddes
Oscar Homolka

SON OF SINBAO
(Color)
Oale Robertson
Sally Forrest
Lili St. Cyr
Vincent Price
90 min.
(Release 5/28/55)
SS

20TH-FOX

(April Releases)

A MAN CALLED PETER
(Color)
Jean Peters
Richard Todd
Gil Esmond
Robert Burton
(Rev. 3/28/55)
D—119
CS

THE AOVENTURES OF SADIE
(Color)
Joan Collins
Kenneth More
George Cole
88 min.

VIOLENT SATUROAY
(Color)
Victor Mature
Sylvia Sidney
Stephen McNally
J. Carrol Naish
(Rev. 4/14/55)
D—91
CS

THE MAGNIFICENT MATAOOR
(Color)
Maureen O'Hara
Anthony Quinn
CS

LIFE IN THE BALANCE
Ricardo Montalban
Anne Bancroft
Lee Marin
Jose Perez
74 min.
(Rev. 1/20/55)

UNITED ARTISTS

(April Releases)

THE PURPLE PLAIN
(Color)
Gregory Peck
Win Min Than
(Rev. 3/24/55)
100 min.

A BULLET FOR JOEY
Edward G. Robinson
George Raft
(Rev. 4/8/55)
85 min.

LILACS IN THE SPRING
(Color)
Errol Flynn
Anna Neagle
94 min.

(May Releases)

KISS ME OEAOLY
Ralph Meeker
Cloris Leadman
(Rev. 4/26/55)
105 min.

ROBBER'S ROOST
George Montgomery
82 min.

TIGER AND THE FLAME
Modi
Mehtab
97 min.

TOP OF THE WORLD
Dale Robertson
Frank Lovejoy
90 min.

UNIV.-INT'L

(April Releases)

CHIEF CRAZY HORSE
(Color)
Victor Mature
Susan Ball
John Lund
86 min.
CS

MA ANO PA KETTLE AT WAIKIKI
(Color)
Marjorie Main
Percy Kilbride
(Rev. 3/9/55)
79 min.

MAN WITHOUT A STAR
Kirk Oouglas
Jeanne Crain
Claire Trevor
89 min.
(Rev. 3/3/55)

(May Releases)

CULT OF THE COBRA
Richard Long
Marshall Thompson
Faith Oomergue
82 min.
(Rev. 3/22/55)

REVENGE OF THE CREATURE
John Agar
Lori Nelson
82 min.
(Rev. 3/15/55)
3-D

THE LOOTERS
Rory Calhoun
Julie Adams
Ray Oanton
(Rev. 4/11/55)
(Rev. 4/11/55)
87 min.

WARNERS

(April Releases)

EAST OF EOEN
(Color)
James Oean
Julie Harris
Richard Oavalos
Raymond Massey
115 min.
(Rev. 2/16/55)
(Release 4/9/55)
CS

JUMP INTO HELL
Jack Sernas
Kurt Kaszner
Arnold Moss
(Rev. 3/31/55)
93 min.
(Release 5/14/55)

Keys: SYSTEM: CS—CinemaScope; VV—VistaVision; SA—SuperScope (anamorphic print); 3D—two prints; 3D(1)—single strip.

SOUND: Ss—Four track magnetic stereophonic sound; Ss(2)—Separate stereophonic sound print; Ps—Perspecta optical directional sound; Ms—single track magnetic sound; Os—standard optical sound.

Letters denote the following: (D) Drama; (M) Musical; (C) Comedy; (O) Outdoor action; Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.

People

Shirley Dubow, secretary to United Artists vice-president Max E. Youngstein, has resigned effective today to launch a retail business venture with her husband. Mrs. Dubow has been with United Artists for seven years.

□

Ben Schrift of MacDonald Pictures has been appointed Western Hemisphere sales representative for "King of the Coral Sea," new Australian film starring **Chips Rafferty.**

□

Marvin Harris has sold his Avalon Theatre in Toledo to the Sher brothers of Columbus who will operate it as an art house.

□

Ray G. Colvin, executive director of the Theatre Equipment Dealers Association, will wind up a series of speaking engagements throughout the Midwest next week with a talk before the Optimists Club in Springfield, Ill., on Monday.

□

Dick Fortune, former Harris Amusement Co. publicity head in Pittsburgh, who will leave Station KDKA TV on Monday to join the Cabot & Coffman ad agency, has been retained to publicize the golden anniversary of the first nickelodeon which the late John P. Harris opened in Pittsburgh in June, 1905.

□

George Murphy will be the guest of honor at a luncheon to be given by the ladies auxiliary of the Cincinnati Variety Club on May 13.

□

Curly Posen has resigned as office manager and chief booker of the Allied Independent Exhibitors of Ontario. He is also the proprietor of Kent Theatre, a Toronto neighborhood house.

Set Agenda for Arkansas Meeting

Subscription television, Exhibitors Film Financial Group and pertinent industry problems are the main topics slated for discussion at the 36th annual convention of the Independent Theatre Owners of Arkansas, May 3-4, at the Marion Hotel at Little Rock, Ark.

TOA president E. D. Martin, Ralph E. McClanahan, head of the Kentucky Association of Theatre Owners, and Ben Shlyen, trade paper publisher, will be the principal speakers at the convention.

Bodde to N. O.

Bernie Bodde of the Bodde Screen Company, Los Angeles, will fly to New Orleans on May 5 to supervise installation of a new Bodde "Premium seamless" screen at the Saenger Theatre, an operation of Paramount Gulf Theatres, Inc. The new screen will be 52 by 24 feet.

Closed Circuit TV At N.Y. Raceway

Special to THE DAILY

WESTBURY, N. Y., April 28 —Finiscope, a closed circuit television system of showing races projected on a 20-foot-square screen, will be introduced to the public tomorrow night at Roosevelt Raceway. Located at the head of the homestretch, Finiscope was designed to bring the entire race in a close-up to patrons farthest from the finish line. This is said to be the first time large screen television has ever been used for the presentation of a sporting event at the point of origin.

G.E. to Sponsor 20th-Made TV Film Program

General Electric Co. will sponsor 26 one-hour television film programs to be produced by 20th Century-Fox, it was announced yesterday.

The new series makes its debut on Sept. 21, at 10 p.m., EST, on CBS Television, and will be seen every other Wednesday thereafter.

Contract for the series was negotiated by Spyros P. Skouras, president of 20th Century-Fox; Al Litchtman, director of distribution for the film company; Sid Rogell, executive production manager of TCF-TV, the motion picture company's television subsidiary, and executives for Young & Rubicam.

To Be Made on Coast

The TV films will be produced on the stages of Fox's Western Avenue Studio in Hollywood. The property was recently converted for TV filming at a cost of $1,000,000.

46, Mostly Lippert, Purchased by WPIX

Television station WPIX has just completed negotiations with Tele-Pictures, Beverly Hills, for the purchase of a package of 46 films, produced between 1950-52, mostly from Lippert Pictures.

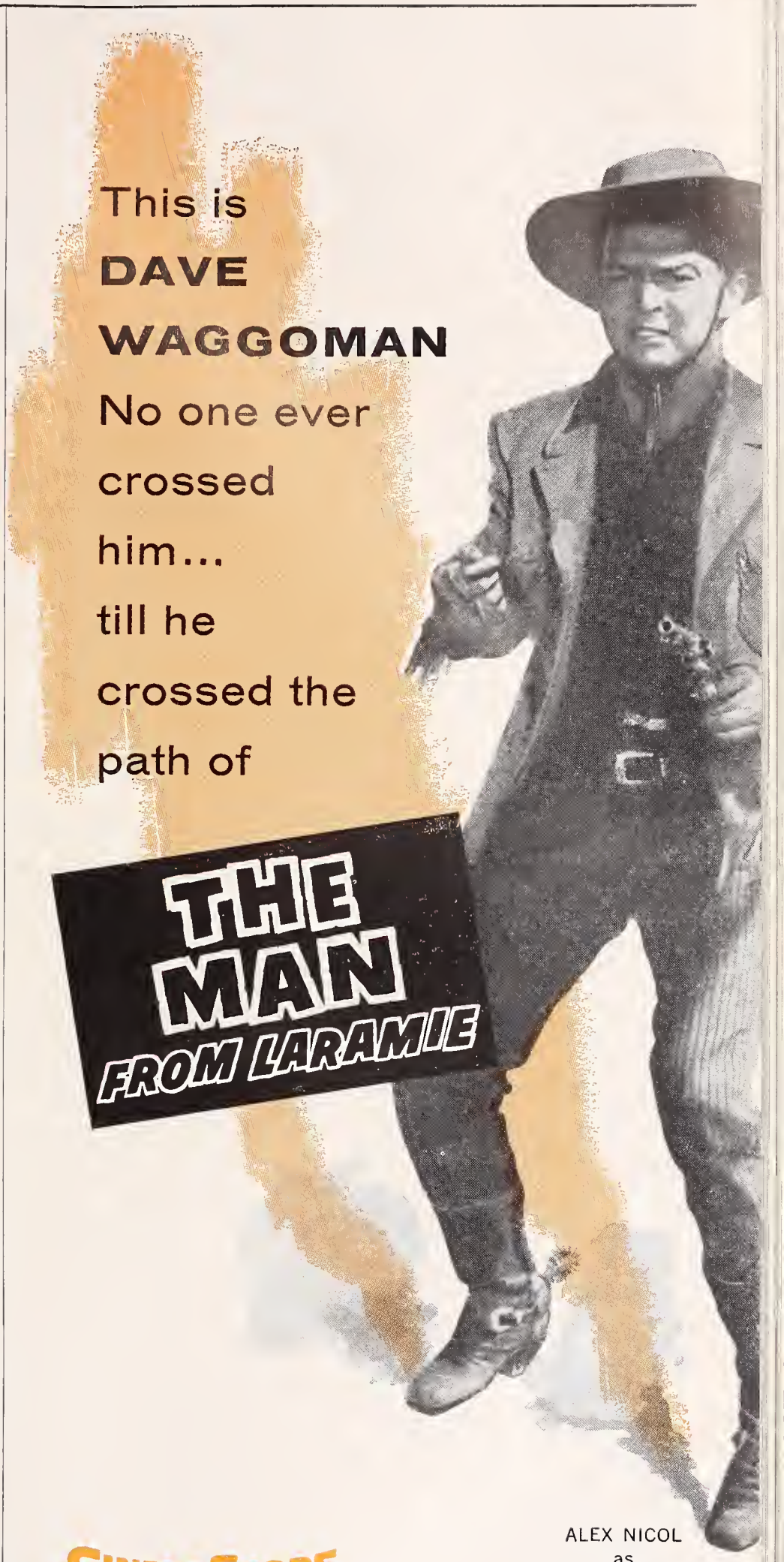
The purchase of the group was under a multiple-run deal on a long-term contract.

Among the pictures are "The Baron of Arizona," "I Shot Jesse James," "Treasure of Monte Cristo" and "Holiday Rhythm."

'Marty' Set for 8 Regional Openings

United Artists' "Marty," currently in its premiere engagement at the Sutton Theatre in New York, has been set for eight more key regional openings during the coming month with star Ernest Borgnine highlighting the bows in an extended personal appearance tour.

The Hecht-Lancaster production will open at the United Artists Theatre in San Francisco, the Madison in Detroit, Loew's in Houston, Bridgeport and Hartford, the Roger Sherman in New Haven, the Playhouse in Baltimore and the Ontario in Washington.



James Stewart in "The Man From Laramie" co-starring Arthur Kennedy, Donald Crisp, Cathy O'Donnell, Alex Nicol and Aline MacMahon with Wallace Ford • Screen Play by Philip Yordan and Frank Burt based upon the Saturday Evening Post story by Thomas T. Flynn • Directed by Anthony Mann • A Columbia Picture • A William Goetz Production in CinemaScope Color by Technicolor

B'way Assn.

(Continued from page 1)

lated industries, hotels, restaurants, etc., would suffer irreparable harm if coin-box TV becomes a reality.

"We also believe," managing director T. Gray McInerney of the Broadway Association said, "that the pay-to-see TV represents a violation of the rights of the people to free access to the airwaves."

The Broadway Association's executive committee declared it is "wholeheartedly in favor of the adoption by the New York City Council of the resolution introduced by president Abe Stark calling on the FCC to withhold approval of toll TV."

The civic group is the latest to join other organizations in opposing subscription television who are conducting coordinated activities on national and local levels under the guidance of Organizations for Free Television.

Court of Appeals

(Continued from page 1)

est tribunal to act upon the appeal during the April term of the court.

In the meantime, the breakage of the five per cent tax will be held in escrow by New York City exhibitors.

It is possible that interposition of any Assembly Rules Committee bill, declaring that "legislative intent" in adopting the 1947 state-wide Enabling Act was for the collection of major fractions on the admissions and sales levies, delayed decision by the Court.

The appeals were argued on Mar. 3, with the stipulation that both sides be given an opportunity to file supplemental briefs dealing with the effect of the measure on the case—should the legislature adopt the latter.

The bill was rushed through both houses, over industry objection. Governor Averell Harriman signed it on Mar. 14. The act was made retroactive to June 30, 1954, when the New York City five per cent admissions impost became effective.

Review

"Top of the World"

(Baird-Foster-United Artists)

HIGHLIGHTED by some interesting activities of the Air Corps Weather Service, this modest action drama has the frozen wastes of Alaska and the North Pole as its locale and Dale Robertson, Evelyn Keyes and Frank Lovejoy as its stars.

The authenticity of the flight scenes, and the excitement therein, helps to overshadow a fairly lugubrious story and to provide the material for general audience exploitation.

The story concerns Robertson, a jet pilot "retired" to piloting for the Air Weather Service in Alaska because of his advancing years. His commanding officer at the Alaskan base is Lovejoy, an able, good-hearted guy in love with Miss Keyes, the doll who runs a nearby gin mill called the Klondike Club. The rub is that Miss Keyes is Robertson's former wife, the girl he married in London during the blitz and from whom he parted for reasons too involved to go into here.

On one level, the screenplay by John D. Klorer and N. Richard Nash tells how Robertson and Miss Keyes are reunited and Lovejoy finally acknowledges the affection of Nancy Gates, a pretty public relations officer. On another level, it tells the more exciting story of a hazardous mission to the polar cap, led by Robertson, to get data on top-of-the-world weather conditions. This party, marooned on an ice floe, finally is rescued in a daring glider pick-up.

This sequence, as well as two others involving air rescue operations, are genuinely interesting. Michael Baird and Lewis R. Foster produced the film while Foster acted also as director. William Clothier is responsible for the good Alaskan aerial photography.

Running time, 90 minutes. General classification. For May release.

Krim to Keynote

(Continued from page 1)

sion. Krim is currently on the Continent.

Krim and Picker will be joined at the seven-day session by United Artists vice-presidents William J. Heineman and Max E. Youngstein.

The London meetings will launch United Artists' first world-wide series of foreign sales conferences, with other international parleys to be held this summer in Tokyo and Rio de Janeiro.

More than 150 UA executives and representatives from 20 countries in Europe, the Middle East and South Africa will gather in London for the convention next week.

TESMA Board

(Continued from page 1)

Merlin Lewis, executive secretary; Clarence Ashcraft, C. S. Ashcraft Mfg. Co.; L. E. Jones, Neumade Products Corp.; A. E. Myer, International Projector Corp.; V. J. Nolan, National Carbon Co., Inc.; J. F. O'Brien, Radio Corp. of America; M. H. Stevens, Bausch & Lomb Optical Co., Oscar F. Neu, honorary board member, also will attend.

Ascap Reelects

(Continued from page 1)

ciety, and the following officers also were re-appointed by the board:

Otto A. Harbach, vice president; Louis Bernstein, vice president; John Tasker Howard, secretary; Saul H. Bourne, treasurer; George W. Meyer, assistant secretary, and Frank H. Connor, assistant treasurer.

MPAA Meet

(Continued from page 1)

stand on the matter "before the end of the week."

Meanwhile, E. D. Martin, president of Theatre Owners of America, has stated that he would not reveal acceptances or rejections to the proposed meeting of presidents with exhibition leaders until all parties have been heard from. There was an indication, however, that such an announcement may be forthcoming today.

Company presidents who are slated to attend today's luncheon meeting are Nicholas M. Schenck, Loew's; Balaban and Skouras. Robert Benjamin will represent United Artists' president Arthur Krim, who is in Europe, and Al Daff may be present for Milton Rackmil of Universal. Jack Cohn will represent Columbia and Ed Morey will represent Allied Artists' Steve Broidy. Other company presidents who are out of town will be represented by executives in New York.

RKO Theatres

(Continued from page 1)

$1,515,723, as compared to $1,543,876 for the 13 weeks ended April 3, 1954. Provision for the 1955 period was listed at $475,000, against $460,000 in the 1954 period.

The report stated that 3,242,536 shares of common stock were outstanding at April 2, 1955, exclusive of 672,377 shares held by the corporation. This compares with 3,764,913 shares outstanding at April 3, 1954, excluding 150,000 shares held by the corporation at that date.

Quigley Awards

(Continued from page 1)

the Quigley Awards presentations. The judges will choose what they consider to be "the best" in large and small situations as well as in foreign cities.

This year a series of exhibits will be inaugurated showing advertising and publicity campaigns executed by distributors overseas. The country to be featured this year is Italy.

Annual Meet Opens Wednesday

Variety Convention to Get Plan for Two-Year Terms

From THE DAILY Bureau

LOS ANGELES, April 28.—Two-year instead of one-year terms for Variety Clubs International's chief barker and crews will be the order in the future if proposed changes in the organization's bylaws are approved at the annual convention which opens at the Ambassador Hotel here next Wednesday.

George Hoover, international chief barker, will preside at the convention. Highlight of the affair will be the annual Humanitarian Awards dinner, which will be held at the close of the convention, May 7.

Subjects also on the agenda for discussion include: adoption of proper bylaws to cover a standard procedure of elections; a plan to have the annual conventions conducted by the International, rather than having the convention city tent take charge of arrangements as at present; adoption of uniform membership application; defining who and what is a regular member; clarification of what rights are enjoyed by associate members; authorization to revoke a tent's charter for failure to comply with international regulations; discussion of Heart Awards provisions and advisability of establishing a second, third, fourth and fifth certificate, and how the Women's Committee functions and discussion of the potentials of this committee.

Special "surprise" entertainment is in preparation for the convention's opening night. Coca-Cola will be host at a dinner and floor show at the Moulin Rouge the second night, and Pepsi-Cola will host an "In a Pacific Paradise" fete the third night on the grounds of the Ambassador Hotel. The Humanitarian Awards dinner is the highlight of the fourth and final day and will be followed by an "adios Amigos" party with the host Tent No. 5 in charge.

SMPTE GIVES DATA ON SCREEN BRIGHTNESS IN DRIVE-INS

The average screen brightness in drive-in theatres is three-foot-lamberts as compared to the indoor standard of nine to 14-foot-lamberts, it was revealed in a preliminary survey conducted by the screen brightness committee of the Society of Motion Picture and Television Engineers.

The results of the survey, which was undertaken to ascertain the practical operating problems of drive-in theatres, and to assess the possibilities for changes in existing theatres, were made known at the 77th semi-annual convention of SMPTE in Chicago.

The screen brightness committee for some time has been making measurements in 26 outdoor houses in the Eastern and Central states, with wide-screen widths about equally divided between the 40-60 feet and 60-120 feet range. It was stated that although the measured group represents only six per cent of the more than 4,000 drive-in houses in the United States, the survey provided much useful information about this type of exhibition that accounts for about 23 per cent of all the theatres in this country and at least 20 per cent of the box office gross.

The survey by the SMPTE committee showed that the screen brightness of none of the drive-in theatres measured fell within the nine-14 foot lambert range set for indoor theatres. In fact, 82 per cent were below four-foot-lamberts. However, the survey also showed that low screen brightness in drive-in theatres is not due to large screen size alone. A great deal of low output equipment is used in the smaller theatres, as if low screen brightness had been a design objective.

Equipment performance and operator standards, nevertheless, were found to be entirely equivalent for indoor and drive-in theatres, the SMPTE report disclosed.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 85 NEW YORK, U. S. A., MONDAY, MAY 2, 1955 TEN CENTS

Record Volume

Heavy Buying Of N.T. Stock Puzzles Trade

200,000 Shares Traded In 7 Days; Prices Rise

Both industry and financial district "insiders" have had their curiosity piqued for a week by the continued activity in National Theatres stock, which has made it the most heavily traded industry issue in years, without any clue to the identity of buyers or sellers.

More than 200,000 shares were traded in the last seven days on the Exchange, with the price of the shares moving up almost $3 to a new high of $11.87½ at the close last Friday.

National Theatres stock is widely held with very few individual owners having any large block of the stock. Among the few large holders are Mrs. Darryl Zanuck, the estate of the late Charles Skouras and General Precision Equipment.

Financial sources said on Friday

(*Continued on page* 4)

Luncheon, Judging In N. Y. Today for The Quigley Awards

Approximately 85 industry executives, including advertising and publicity heads of circuits and distribution companies, will participate in the 21st annual judging for the Quigley Awards for Showmanship and will attend the luncheon which follows the judging at Toots Shor's restaurant here today.

Sam Rosen, executive vice-president

(*Continued on page* 4)

Expect 800 Tonight At VC Walsh Dinner

Approximately 800 persons will gather tonight in the grand ballroom of the Waldorf-Astoria Hotel at the second annual Heart Award dinner of the Variety Club of New York, which this year will honor Richard F. Walsh, president of the International Alliance of Theatrical Stage Employees.

The national committee for tonight's dinner includes executives from all phases of the world of entertainment. Among them are: Jack Cohn, Edward

(*Continued on page* 4)

Catholic Press Award Presented to Quigley

The Catholic Institute of the Press bestowed its annual award on Martin Quigley yesterday at ceremonies in the Biltmore Hotel here following the organization's annual Communion Breakfast services at St. Patrick's Cathedral.

Approximately 400 members and guests of the Association, including many from the motion picture industry, saw Richard Reid, editor of "Catholic News," make the presentation. James W. Egan, president of the Association, presided. The award is made to persons in the communications field who have exemplified Christian principles in their work and daily life.

4 Presidents Reply to Bid

Four company presidents have replied to the joint Theatre Owners of America-Allied States Association bid for a conference on "mutual problems," Rube Shor, president of Allied, said at the weekend. While declining to identify the company heads, Shor said that each of them "indicated" their willingness to meet with the exhibitor leaders. He would not say whether there had been official acceptances. The meeting has been suggested for May 24 at the Hotel Sheraton Astor in New York.

Shor said that he didn't think there

(*Continued on page* 4)

Nov. 17 Through Nov. 27

COMPO SETS NEW DATES FOR POLL

Awards to Be Made at Hollywood Function In December; Form Nominating Procedure

Nationwide balloting on the audience picture and star poll, to be sponsored by the Council of Motion Picture Organizations, will be from Nov. 17 through Nov. 27, instead of from Nov. 24 to Dec. 7, as was previously announced.

The new and "final" date was fixed at the weekend by Elmer Rhoden, national chairman of the audience awards campaign aimed to register the public's choice of the best picture, best performance and most promising young players of the previous year.

Rhoden made the decision following a conference here with COMPO representatives, two members of the original audience poll committee and others, including a representative of the public accounting firm of Price Waterhouse & Co.

It also was decided that the awards shall be made at a function to be held in Hollywood on the night of Dec.

(*Continued on page* 5)

H'wood Seeks To Keep Labor Pacts' Pattern

From THE DAILY Bureau

HOLLYWOOD, May 1. — The Association of Motion Picture Producers and the International Alliance of Theatrical and Stage Employes have jointly urged the Senate Labor Committee to reject any amendment to the Federal minimum wage law which might upset current contract patterns between IATSE and the film studios.

Specifically, they have urged that the industry be exempted from a provision in a pending bill by Sen. Lehman (D., N.Y.), which would delete a provision in the present law specifically allowing so-called Belo contracts. In other words, AMPP and

(*Continued on page* 4)

MPAA Meet Spans Wide Topic Range; Discuss Roundtable

Topics ranging from the proposed industry round-table conference to the foreign situation were discussed here at the weekend at a meeting of film company presidents, called by Eric Johnston, president of the Motion Picture Association of America.

On the round-table issue, sentiments both pro and con were said to have been voiced by individual company heads, or their representative. There was no concensus of opinion one way

(*Continued on page* 4)

Friedman Elected Loew's Secretary

Leopold Friedman, financial vice-president and treasurer of Loew's Theatres, will assume the post of secretary of the circuit, with the resignation of Eliot Rosenthal. Harold J. Cleary, vice-president and comptroller, has been elected to the post of treasurer by the board.

Rosenthal, who had been with the circuit for 11 years and secretary since last September, resigned to become executive vice-president and treasurer of Investors Planning Corp. of America.

Seeking 'Sweeping' Probe

Congress Asked to Study Networks' Role in Films

From THE DAILY Bureau

WASHINGTON, May 1.—Federal Communications Commissioner Frieda B. Hennock urged Congress to study whether television networks should be allowed to produce and distribute films. This suggestion was included in a 68-page report filed by Miss Hennock with the Senate Commerce Committee, commenting on earlier reports by two committee staff members and by the Federal Communications Commission. The reports dealt with the problems of television networks and the UHF stations. Miss Hennock sharply criticized all the earlier reports as inadequate in suggesting solutions of the problems.

Urging a sweeping Congressional

(*Continued on page* 4)

Eisenhower's Salute To V.C.-International

From THE DAILY Bureau

HOLLYWOOD, May 1. — More than 1,200 delegates are expected to attend the four-day session of the 19th annual convention of Variety Clubs International starting May 4, representing world-wide "tents." The

(*Continued on page* 5)

Personal Mention

DORE SCHARY, M-G-M vice-president in charge of production, will return to the Coast tomorrow from New York.

•

DR. RENATO GUALINO, president of I.F.E. Releasing Corp., is scheduled to arrive in New York today from Rome.

•

LOUIS LOBER, general manager of the foreign department of United Artists, left here yesterday by plane for London.

•

WILLIAM COLEMAN and ANGUS MACPHAIL, Paramount production crew member, left here yesterday for London via B.O.A.C. Monarch.

•

HARRY SHAW, division manager for Loew's Poli-New England Theatres, has returned to New Haven following a South American cruise.

•

ELMER C. RHODEN, National Theatres president, left here at the weekend for the Coast.

•

CHARLES C. MOSKOWITZ, M-G-M vice-president and treasurer, left here at the weekend for Miami.

•

H. B. ALLINSMITH, Westrex Corp. vice-president and treasurer, has left New York by plane for Hollywood.

•

LELAND HAYWARD, producer, will return to Hollywood today from New York.

•

COUNT LEONARDO BONZI, producer, is scheduled to arrive in New York by plane today from Rome.

•

MIKE SIMONS, M-G-M director of customer relations, left New York yesterday by plane for Minneapolis.

Heart Ailment Fatal To William H. Pine

HOLLYWOOD, May 1.—William Hoy Pine, of Pine and Thomas, producers, died Friday at the Cedars of Lebanon Hospital here following a week of serious illness resulting from a heart ailment. His survivors include his widow, Anna; a son, Howard, who is a producer at Universal Pictures, three grandchildren and several brothers and sisters. Funeral services will be held tomorrow in the chapel of Hollywood Cemetery.

Pine was born in Los Angeles in 1896 and was educated at Columbia University. A publicity agent for circuses in his early days, he joined Balaban & Katz in 1926 as theatre publicist. Subsequently associated with Paramount, he was named director of studio advertising and exploitation in 1933. He resigned this position in 1936 to become associate producer with Cecil B. DeMille, and in 1940 formed Picture Corp. of America, producing for Paramount. It was this company that became Pine and Thomas following Pine's association in production with William Thomas.

In Formal Resolution

N.Y. American Legion Will Officially Oppose Toll TV

The New York State American Legion Organization takes a dim view of pay-to-see television and is especially concerned over its effect on thousands of veterans in hospitals throughout the United States, it was stated at the weekend. Empire State Legionnaires number more than 200,000.

The Legion's national executive board will consider the problems of pay-to-see TV as they affect the American economy, and veterans in particular, early this month at Indianapolis. The New York department has urged the board to oppose it on grounds it will take free TV programs off the air, including sports presentations which are "Number One" on most hospitalized veterans' preference lists.

New York State Legionnaires pointed out that thousands of TV sets have been donated to U. S. veterans in hospitals by Legion posts and auxiliary units "to contribute to morale and recreational therapy" and for the use and enjoyment of the sick and disabled.

'Definite Understanding'

"These sets were placed in hospitals," state adjutant Maurice Stember said, "with the definite understanding by everybody that all of today's splendid TV programs would continue to be available without any artificial limitations.

"We see no reason why all these donated sets should be converted to 'bedside slot-machines' requiring wounded, sick and disabled heroes to pay for programs they now enjoy without charge. The donors are responsible for the maintenance and repair of these sets and, obviously, installation of decoders and other gadgets presents a confusing and expensive problem."

Proponents of pay-to-see TV have staked their claims to the country's top sporting events, claiming increased box-office revenue will put the World Series, championship fights, college and professional football and basketball games, Davis Cup tennis, the Kentucky Derby and other sports "spectaculars" on their contemplated "Slot-machine network," the Legion said.

"When and if payment is demanded for today's most popular programs we are understandably disturbed," Adjutant Stember continued. "I can think of no shabbier treatment of these hospitalized veterans than to deprive them of the programs they enjoy most. Pay-to-see TV will certainly deprive them, and hundreds of thousands of other shut-ins, of greatly beneficial entertainment purely and simply because they are unable to pay $1, $2, $5 per program, or whatever the cost may be.

"I sincerely trust that the sports promoters who are backing 'coin-box TV' do not deliberately intend to black out the events they control as far as vets in hospitals are concerned. But the sad truth is that these events will be blacked out as soon as price tags are put on Madison Square Garden fights, basketball games, hockey games and track meets and on baseball, football and other outdoor sports.

Petitioning FCC

"Because of its concern, Stember stated, the New York State Legion drew up a resolution petitioning its national rehabilitation commission and national executive board to urge the FCC and Congress to "make no rulings, nor pass any legislation, changing the fundamental system of broadcasting and telecasting in the United States hitherto devoted to free entertainment, information, educational and other programs which bring unlimited hours of enjoyment and knowledge to millions of Americans, including hospitalized veterans whose welfare has been and always will be the prime concern of the American Legion."

Court Finds for 'U' In Attorney's Suit

Federal Judge Edmund L. Palmieri ruled in favor of Universal Pictures in the suit brought by Thomas T. Cooke, attorney, for services rendered in the appeal taken by Universal in the U. S. vs. Paramount case. Cooke had sought judgment for $115,000, the difference between the $150,000 he had originally sued for and $35,000 already received on the basis of quantum meruit.

Cooke had sought payment for services from 1946 to 1951, but according to the testimony the services were actually rendered from July, 1946, to February, 1949. Judge Palmieri stated that the plaintiff admitted that the claimed services ended in February, 1949, but that Cooke claimed that the benefits resulting to the defendants from the services extended to February, 1951.

In finding for the defendants, the judge said he regarded the law suit as an imposition on the defendant and on the court.

Cooke was represented by Alexander Kahan. Universal was represented by Louis Nizer and Paul Martinson of Phillips, Nizer, Benjamin & Krim.

Goldberg Abroad On Cinerama Trip

Harry Goldberg, advertising and publicity director of Stanley Warner, left here at the weekend for a month's tour of Europe.

While abroad, he will visit Cinerama installations in London, Milan, Rome and Paris. He is accompanied by his wife.

Schimel Named Head Of MPAA Law Group Succeeding Keough

Adolph Schimel, vice-president, general counsel and secretary of Universal Pictures, has been appointed by Eric Johnston, president of the Motion Picture Association of America, as chairman of the MPAA Law Committee, it was announced here following a board of directors meeting of the association.



Adolph Schimel

In announcing the appointment of Schimel, who succeeds the late Austin C. Keough, Johnston had high praise for Schimel's "outstanding ability and leadership."

The MPAA board, commenting on the death of Keough, passed a resolution praising the former Paramount vice-president and general counsel for bringing "inspiring leadership, a probing and penetrating mind and the wisest of counsel to the American motion picture industry."

"Therefore be it resolved," the statement concluded, "that members of this board, individually and as a body, express their sorrowful sense of loss at the passing of this beloved friend and devoted advisor. . . ."

VC Here to Combine Business and Eating

Future luncheon gatherings of the New York Variety Club, Tent No. 35, will be followed by business meetings, William German, chief barker, announced on Friday to Variety members attending the monthly get-together at Toots Shor's Restaurant here.

Guest of honor at the New York meeting was Jack Lavelle, scout for the New York Giants.

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Para. Stockholders Told Pay-TV Faces 'Major Problems'

"Major problems" remain to be solved before pay-as-you-see television realizes its vast commercial possibilities, Barney Balaban, Paramount Pictures Corp. president, says in his annual report to the company's stockholders, now in distribution.

The report reveals that Paramount now holds an interest of more than 80 per cent in International Telemeter Corp., sponsor of one of the subscription television methods. International Telemeter will file a statement in accordance with the invitation of the Federal Communications Commission during the period to June 9, "and will participate in any public hearings or demonstrations to follow," Balaban's report says.

Calls Operation Simple

"Our experience in show business tells us that the Telemeter system is the most practical system of paying for entertainment in the home," the letter adds. "The combination of vocal program announcement, a coin box and built-in electronic accounting control provides the most effective merchandising and the simplest operation for the viewer."

Balaban's letter also reports that Telemeter is engaged in the development of various other electronic devices and equipment for government agencies and a business machine company, indicating a possible diversification for the future, of the kind which is now familiar in many branches of industry.

Explains Color-TV Delay

With a 50 per cent interest in Chromatic Television Laboratories, developer of the Lawrence color television tube, Paramount notes in the report that the delay in the advent of color TV is due to the fact that "practical answers to the problem of delivering quality color at mass market prices" have not yet been offered. "We believe the showings planned for the near future will demonstrate that the Lawrence tube is the key to the problem," it states.

The Balaban letter commends the studio for its production record in 1954 and expresses confidence in the product to be released this year. "Now, more than ever, it is clear that the public will support good pictures," it says. "Good pictures can compete successfully with television, or any other form of public entertainment."

Reports on VistaVision

The letter also expresses Balaban's confidence that foreign business of the company will continue strong and reports enthusiastically on VistaVision developments and the outlook for the system.

Look for Records by New DeMille Film

Paramount has "every hope" that Cecil B. deMille's "The Ten Commandments" may well be the most successful motion picture of all times," Barney Balaban, Paramount president, informs the company's stockholders in his annual report distributed at the weekend.

Para. Increases Its Interest in DuMont

Paramount has increased its interest in the Allen B. DuMont Laboratories, it was revealed in the company's annual report to stockholders. Paramount now holds 26.6 per cent of DuMont's common stock. The statement asserted that DuMont continues its "preeminent position in the development of the cathode ray tube."

Profits from the operations have been moderate — $745,000 in 1954 on a gross business of $92,000,000, largely due to broadcasting division losses. This division is being reorganized, it was stated.

Greater N.Y. Fund Post to Downing

Russell V. Downing, president of the Radio City Music Hall Corp., will be employee chairman of the entertainment group of the 1955 Greater New York Fund campaign. The announcement was made by Harold M. Perry, personnel director and assistant vice-president of the C.I.T. Financial Corp. and the fund's employee chairman.



Russell Downing

The Greater New York Fund's campaign to help 425 local hospitals and health and welfare agencies began on April 25, and will continue through May and June for a goal of $9,000,000. Last year, these agencies assisted over 3,000,000 New Yorkers.

Solicitation to Be Wide

Associated with the Radio City Music Hall since its opening in 1933, Downing will be responsible for solicitation of gifts from employees of legitimate and motion picture theatres, motion picture producers, music organizations, and television and radio stations.

Warners Buy Stock

WASHINGTON, May 1. — The Securities and Exchange Commission reports that during the month of March, Harry M. Warner, president of Warner Brothers Pictures bought 1,700 shares of common stock, increasing his beneficiary trust holdings to 13,700 shares and direct holdings to 105,850 shares; Albert Warner, vice-president bought 1,700 common shares, increasing his beneficiary trust holdings to 32,700 shares and direct holdings to 160,000 shares; Jack L. Warner, vice-president, bought 1,700 common shares, increasing his direct holdings to 295,399 shares.

'Burma' to Palace

Benedict Bogeaus' SuperScope-Technicolor production of "Escape to Burma" will open at the Palace Theatre here on May 20, it was announced by Walter Branson, world-wide sales manager of RKO, which is distributing the film.



N. T. Stock

(Continued from page 1)

that Mrs. Zanuck and the Skouras estate have denied that they are selling. G. P. E. officials could not be reached for comment at the weekend but it is known that G. P. E. has been disposing of both N. T. and 20th Century-Fox stock over a period of time. The company is believed to have about 60,000 N. T. shares now. Mrs. Zanuck's holdings are estimated at 100,000 shares and the Skouras estate's at 65,000.

Market observers believe the volume of trading is too heavy to be supported entirely by random sellers of small blocks but no authoritative clue either to large sellers or buyers has appeared yet. The company has made no startling earnings report recently nor is one expected which would explain the market interest in terms of future dividends.

Realty Values Seen Factor

The speculation is that while no proxy contest such as that which was headed off before it actually came into being by the late Charles Skouras in 1953 is in prospect, the unidentified interests may be buying in to obtain board representation in order to introduce a policy of realizing on realty values, such as Albert List inaugurated in RKO Theatres after acquiring control.

Elmer Rhoden, N. T. president, who was in New York last week, could not be reached prior to his departure for the Coast over the weekend. Associates said the N. T. president was as much in the dark as anyone else concerning the identities of the stock purchasers and their aims.

Quigley Awards

(Continued from page 1)

of Stanley Warner Corp. and vice-president of Cinerama, Inc., will be the principal speaker at the luncheon session. Martin Quigley will preside at the latter.

The judging today will determine winners of the annual Grand Awards in each of three categories, large situations, small situations and overseas. The entries are the campaigns submitted during the past year by members of the Managers Round Table of "Motion Picture Herald." Winners will be announced on Friday.



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Round-Table Talk at MPAA

(Continued from page 1)

or the other, it was said, as each company representative indicated that he would reply individually to the joint bid by Theatre Owners of America and Allied States Association.

On the foreign situation, the association said in a statement that Johnston told of the increasing pressures to limit the distribution of American pictures in many of the important countries of the world. Continued the statement, "The presidents and the other representatives of all the member companies assured Johnston of their strong support for any measures he considered necessary to protect the distribution of American pictures in world markets." The statement was said to have been issued after the heads of companies, meeting as the executive committee of the Motion Picture Export Association board of directors, heard Johnston's report.

The strengthening of Johnston's hand in negotiations was considered to be in preparation for forthcoming pact talks for Germany, Spain, France, Denmark, Sweden and England. With the possible exception of England, trade reports indicate restrictive moves are now in the making in the other countries, it was pointed out.

Another problem discussed, it was learned, was the objections cited by the British Board of Film Censors to a number of American films, banned in England because of scenes of violence, crime or passion. The company presidents were said to have been apprised of the communication to the MPAA from the British censoring body, which was asked why it had banned six American films over an 18 month period.

The British communication was not considered in American film circles as a "threat," implying more stringent censorship in England, but a problem to be considered by the Production Code Administration, a problem with which the PCA now is facing.

Returning to the domestic scene, the topic of arbitration also was touched upon at the meeting of company presidents, with sentiment being expressed that the only remaining item at issue is the pre-release question. Distribution, according to TOA president E. D. Martin, has sought two pre-release pictures from each company per year without arbitration, a request opposed by TOA.

Labor Pacts

(Continued from page 1)

IATSE want Belo contracts to continue to be legal in the film industry.

These are contracts in which the employer guarantees a worker a specified weekly wage for up to a specified number of hours of work. This guaranteed wage is interpreted as including overtime, and therefore no further overtime must be paid the worker—even if he works more than eight hours a day — until his total weekly hours exceed the number set forth in the contract. This type of contract is widely used in industries where employes work irregular hours, as they do in making films.

The Supreme Court some years ago, in a case involving a worker named Belo, upheld the legality of these contracts, and in the 1949 amendments to the minimum wage law, Congress specifically wrote the Supreme Court decision into the law. It is this section that the Lehman bill seeks to repeal.

The special problems of the film industry necessitating this type of contract have been brought to the attention of the staff and members of the Labor Committee, which is currently holding hearings on the Lehman bill.

Walsh Dinner

(Continued from page 1)

P. Curtis, Gus S. Eyssell, Alan E. Freedman, Y. Frank Freeman, Leonard H. Goldenson, Harry E. Gould, Walter E. Green, Carl S. Hallauer, John H. Harris, J. Robert Hoff, George C. Hoover, Eric Johnston, Dr. Herbert T. Kalmus, Arthur B. Krim, Abe Lastfogel, Jules Levey, E. J. Mannix, Carl Marks, Fred C. Matthews, Thomas Mead, Milton R. Rackmil, Herman Robbins, Dore Schary, Harold Sharp, John Shubert, Spyros P. Skouras, Caleb B. Stratton, H. M. Taliaferro, Paul H. Terry, Joseph R. Vogel, Harry M. Warner, James L. Wolcott, Marc J. Wolf and Herbert J. Yates.

Congress Asked

(Continued from page 1)

investigation of "the networks and their monopoly over the broadcast industry," Miss Hennock listed the film question as one that should be included in the Congressional probe.

"Control by networks of their own stations and affiliates and talent, and the penetration of networks into the production, syndication and all other phases of the motion picture industry, jeopardize development and expansion of TV film as a competitor to networks for programming," she declared.

Cites 'Three Basic Issues'

Miss Hennock said the three earlier reports ignored almost completely the "three basic issues" that most sets now being sold can't receive UHF broadcasts, that "the network monopoly controls every phase of TV and strangles its development," and that "inaction is destroying UHF." She suggested that the FCC and Congress educate the public to the fact that they can't get UHF on the sets they're buying, that the FCC use its power to license set manufacturers to force them to produce UHF sets, that the committee force the FCC to issue rules to make network programs available to UHF as well as VHF stations, and that an immediate, vigorous network investigation be conducted by Congress.

4 Presidents

(Continued from page 1)

should be any legal problem involved to prevent the company presidents from meeting with the joint TOA-Allied committee. "They would not be doing anything in concert," Shor said. "I believe they are all men of good faith who want to have peaceful relations with their customers," he added.

Prior Meeting Planned

The Allied members of the group—Ben Marcus, Jack Kirsch, Ben Berger and Shor—will meet with the TOA committee a "day or so" before the meeting with the presidents, Shor said. The latter group consists of Walter Reade, Jr., Alfred Starr, Myron Blank and president E. D. Martin.

The wired bid to the meeting of presidents read as follows:

"We cordially invite you to attend an industry conference in New York City Tuesday, May 24th at the Sheraton-Astor Hotel at 10:00 A.M. New York time, with a committee from national Allied and from T.O.A. to discuss and act upon the pressing and acute problems of exhibition. We strongly feel the immediate need of this conference among men of good faith in an effort to improve the relations between your company and your customers and to the mutual benefit of both. Feel free to bring with you whomever you like."

Will Await All Answers

Shor said he didn't expect to hear from all the presidents simultaneously because he believed that each president would want to discuss the matter with other company executives. He indicated that an announcement would be made when all the telegrams had been answered.

Sell 'Daddy' Tickets In Night Clubs Here

Activities heralding Thursday's March of Dimes premiere of 20th Century-Fox's "Daddy Long Legs" were stepped up in New York on the weekend as teams of entertainment luminaries and fashion models toured night clubs and restaurants selling tickets to the benefit performance of the CinemaScope musical.

With such Manhattan night spots as the Copacabana, Latin Quarter, 21 Club and El Morocco cooperating in the campaign by displaying special material on the Roxy Theatre opening, thousands of dollars worth of premiere tickets were said to have been sold by the touring parties. The premiere marks the first event sponsored by the polio-fighting organization since the announcement of the Salk vaccine.

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Compo Dates

(*Continued from page* 1)

5, 6 or 7, whichever may later be decided upon as most convenient.

Nominations will be made by exhibitors, under a nominating precedure worked out by Rhoden. The nominations, according to present plans, will be made to cover three different periods, with all exhibitors eligible to participate. The first nominating ballot, as tentatively arranged, will be sent in to COMPO by exhibitors on or around June I and will permit exhibitors to make their nominations from pictures generally released between Oct. I, 1954, and March 31, 1955. Distributors will determine which of their pictures have been widely enough exhibited to be eligible for nomination. Any picture or personality receiving 75 per cent of the nominating votes from exhibitors will go on the final ballot given to the public.

Exhibitor Procedure Same

A similar nominating procedure will be followed by exhibitors on or about Aug. 1 in making their nominations from pictures and personalities included in the releases of April, May and June. The final nominations will be made on or around Oct. 1 on pictures and personalities included in general releases of July, August and September. In each of the three nomination ballotings any picture or personality receiving 75 per cent of the votes will go on the final ballot to be used by the public.

Sept. 30 will be the cutoff date of pictures to be considered.

Meeting with Rhoden were Wilbur Snaper, one of the three members of the COMPO governing committee; Morey Goldstein of Allied Artists, chairman of the general sales managers committee; Harry Mandel of RKO Theatres, chairman of the COMPO press relations committee; Emil Bernstecker of the Wilby-Kincey Theatres of Atlanta and Ralph Russell of the Palace Theatre, of Canton, O., members of the audience poll committee, Robert W. Coyne, COMPO special counsel and Charles E. McCarthy, information director.

Eisenhower Salute

(*Continued from page* 1)

slogan, "And a Little Child Shall Lead Us," will be the convention theme this year. The Humanitarian Award, highlight of the convention, will be made to the individual named by the committee of publishers and editors as having made the most outstanding contribution to humanity in the past year. Past winners include Herbert Hoover, George C. Marshall, Helen Keller, Paul G. Hoffman, Bernard Baruch, James F. Byrnes, General Evangeline Booth, Cordell Hull, George Washington Carver, Father Flanagan and Sister Elizabeth Kenny.

President's Message

President Eisenhower's message from Washington to be given the delegates follows:

"Once again I congratulate members of Variety Clubs International on their efforts to help the sick and needy children in this country and abroad.

"To all of you I send best wishes for the success of your 1955 convention and for continued progress in your splendid work."

Atlanta Grants First Negro Drive-in

Special to THE DAILY

ATLANTA, May 1. — The Atlanta-Fulton County joint planning board has at last given a permit to the Bailey Theatres here for Atlanta's first Negro drive-in with a 600-car capacity. The permit had been turned down several times.

Report Judge Knight Retires; Schine Suit Status in Doubt

Special to THE DAILY

BUFFALO, May 1.—Federal Judge John Knight has decided to resign from the judicial seat he has occupied for approximately 24 years, the Buffalo "Evening News" says it has learned from sources in a position to know.

Judge Knight is convalescing in Buffalo General Hospital from a severe illness. The report that he has made up his mind to quit the lifetime judgship to which President Hoover appointed him in 1931, immediately gave rise to a welter of speculation about a successor. President Eisenhower would make the appointment and the choice undoubtedly would be a Republican. Judge Knight resides in Arcade, N. Y.

May Have to Start Again

One of the longest trials ever conducted in Buffalo Federal Court may have to be done all over again if Judge Knight leaves the bench before handing down a decision.

The criminal and civil contempt-of-court trial of the Schine Chain Theatres, Inc., its officers and other individuals and concerns started last Dec. 9 and continued virtually every weekday until March 1. More than 1,200 documents, ledgers and records were brought in as evidence, and 83 witnesses testified.

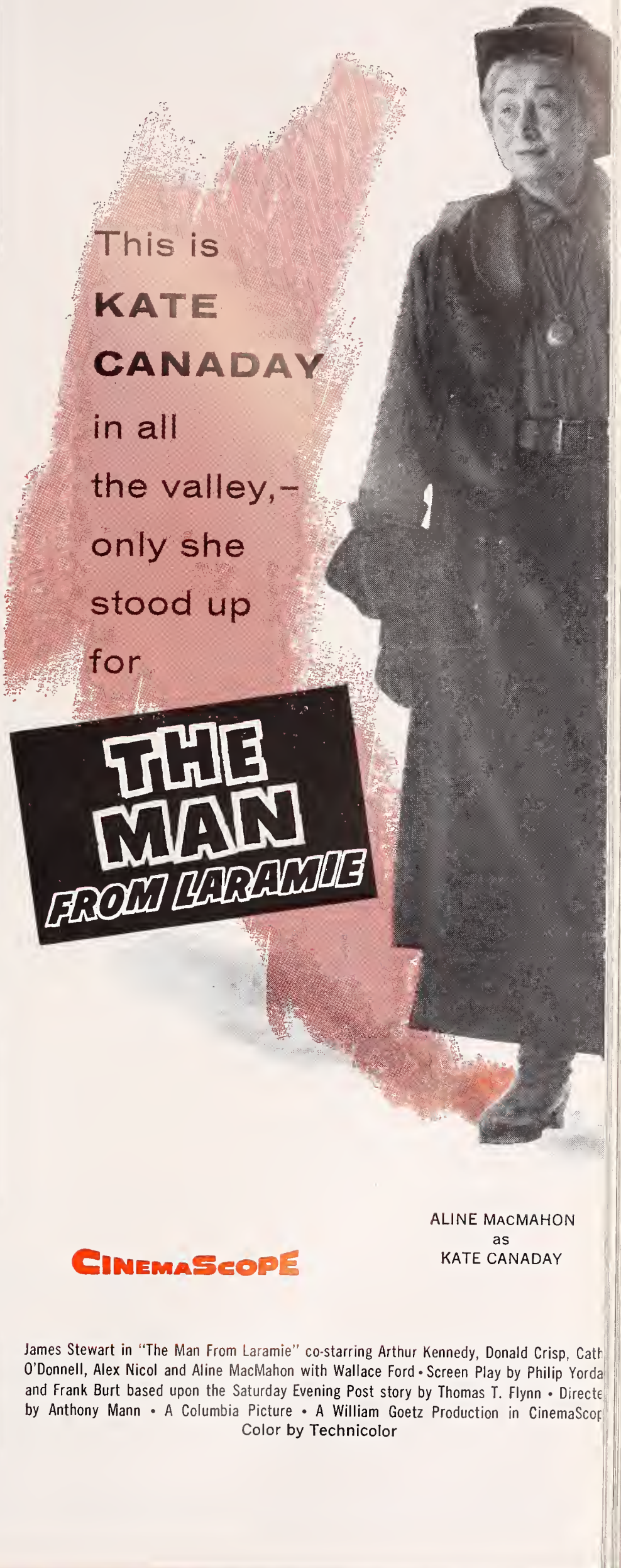
Involved was the charge that the defendants — J. Meyer Schine; his brother, Louis W. Schine; their Schine Chain Theatres Corp., and a number of subsidiary concerns and other individuals (six persons and eight corporations)—conspired to violate terms of an anti-trust decree handed down by Judge Knight on June 24, 1949. That decree directed the defendants to dispose of 29 theatres and cease alleged monopolistic practices.

Testimony Ended, March 1

The taking of testimony ended March 1 and Judge Knight granted time to opposing counsel to file briefs. Government attorney Joseph E. McDowell was given a month, and Defense Attorney Frank G. Raichle was given a month after that in which to file his brief.

This would make the deadline for briefs today. A decision would not be handed down until the voluminous briefs as well as the thousands of words of testimony and all the exhibits were reviewed.

Legal authorities in Buffalo agree that the government would have no alternative but to retry the entire case if Judge Knight does not return to the bench. Dismissal of the charges, these sources point out, could be an alternative.





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Cites Opportunity

Rosen Voices Confidence in Films' Future

Lauds Quigley Awards For Boxoffice Value

(Pictured on Page 4)

By SHERWIN KANE

Confidence that showmanship will solve the problems confronting exhibition today was voiced by Sam Rosen, executive vice-president of Stanley Warner Corp. and vice-president of Cinerama, in an address to judges of the 21st annual Quigley Showmanship Awards at a luncheon meeting at Toots Shor's restaurant here yesterday.

In expressing his optimism concerning the future, Rosen paid enthusiastic tribute to the Quigley Showmanship awards,

(*Continued on page* 4)

Heart Award To Walsh

At a function sponsored by the New York Variety Club, Tent No. 35, the industry paid homage last night to Richard Walsh, president of the international Alliance of Theatrical Stage Employes, in the grand ballroom of the Hotel Waldorf - Astoria here. Walsh was the recipient of the tent's second annual Heart Award and the presentation was made by Russell Downing, managing director Radio City Music Hall while



Richard Walsh

(*Continued on page* 5)

Skouras to Produce VC Epilepsy Film

Spyros P. Skouras, president of 20th Century-Fox, announced last night that he would produce a motion picture on epilepsy for nationwide theatrical distribution under the sponsorship of the Variety Club

(*Continued on page* 5)

Rosen on Quigley Awards

HIGHLIGHTS of the luncheon address by Sam Rosen, executive vice-president of Stanley Warner Corp., at the 21st annual Quigley Showmanship Awards judging here yesterday follow.

"Our theatre organizations, namely, Stanley Warner and Fabian, are committed to the principle which inspires the Quigley Awards—that showmanship is not only indispensable to the success of show business, but also that men who wish to make a personal success as showmen, must apply the principles of showmanship to their daily job."

▼

"It is probably more than a coincidence that all over the country men in responsible jobs are Quigley Award winners and our two top advertising men, Harry Goldberg and Everett Callow, are past winners of

(*Continued on page* 4)

Overseas Newsmen Told U.S. Market Disappoints Rank

By PETER BURNUP

LONDON, May 2.—John Davis, managing director of the J. Arthur Rank Organization, told London representatives of the overseas press of his company's disappointment at returns from exhibition of its product in the American market.

Addressing approximately 100 members of the American and Commonwealth Correspondents associations at a dinner at the Dorchester Hotel, arranged to give the newsmen what he described as the "Rank story," Davis said: "We are not likely to succeed in America until we have our own organization there, and I hope one day to have that organization."

"We believe," he said, "that it is not good for the world when dealing with such an important medium as the motion picture, that the screen should

(*Continued on page* 7)

'U' Executives to Coast for Preview Of Coming Product

A special mid-year sales executives conference of Universal Pictures' home office sales cabinet, its division and its district sales managers will be held at the Universal - International Studios in California starting next Monday and continuing through Wednesday, it was announced yesterday by Charles J. Feldman, vice-president and general sales manager, who will preside.



Charles Feldman

In calling this sales meeting at the

(*Continued on page* 4)

'After May 24': Berger

Allied Move for Federal Bill To Await Top Level Meet

Special to THE DAILY

MINNEAPOLIS, May 2.—National Allied's high command, here for the North Central Allied convention which opened today flatly refused to reveal its strategy for the introduction of a bill in Congress leading to regulation of motion picture film distribution.

Best indication of the future course of events came from Benjamin N. Berger, president of NCA and chairman of National Allied's Emergency Defense Committee, who said that he did not expect the bill would be introduced until "after the May 24 top-level meeting in New York."

"We want to see what the film companies will do at the meeting," Berger said. "If we don't get anywhere, then Allied and TOA can present a solid front in asking for Congress action."

Abram F. Myers told a MOTION

(*Continued on page* 6)

More Than 70 Signed

Record Group Of Houses Set To Show Fight

32 Mobile TV Units to Be Utilized by Circuits

By MURRAY HOROWITZ

More than 70 theatres already have signed up for the May 16 telecast of the Rocky Marciano-Don Cockell heavyweight championship bout, it was disclosed here yesterday by Nathan L. Halpern, president of Theatre Network Television. The bout will be held in San Francisco.

The number of theatres for the upcoming bout thus exceeds the all-time record of 70 theatres established last September for the second Marciano-Charles fight.

Halpern, indicating the "over 70" figure for the May 16 event may be exceeded, said he was withholding announcement of a final count until a week before the bout. The delay, he explained, was dictated by TNT's desire to gain national press coverage when the list of theatres is disclosed,

(*Continued on page* 7)

Test Mass. Censor Law

Felix Bilgrey of the New York law firm of Bilgrey and Levinson will challenge the constitutionality of the 300-year-old Massachusetts "Sunday blue law" in Boston tomorrow before the Supreme Judicial Court of the state on behalf of Times Film Corporation.

This is said to be the first time the top Massachusetts tribunal has heard arguments challenging the censorship statute. The case moved directly to the top court when Justice

(*Continued on page* 7)

Ask Dismissal Briefs In Terre Haute Case

Special to THE DAILY

INDIANAPOLIS, May 2.—The Department of Justice and exhibitor defendants in the Terre Haute antitrust case have three weeks in which to file briefs in Federal District Court here on the defendants' motion to dis-

(*Continued on page* 7)

Personal Mention

JAMES R. GRAINGER, president of RKO Radio Pictures, left here for the Coast yesterday.

•

JAMES A. MULVEY, president of Samuel Goldwyn Prods., has returned to New York from the Coast.

•

HOWARD DIETZ, M-G-M vice-president, is expected to leave here for Hollywood at the end of the week.

•

HAROLD J. MIRISCH, Allied Artists executive producer, and MRS. MIRISCH, will sail from New York for Europe tomorrow aboard the "Queen Elizabeth."

•

ALFRED STARR, co-chairman of the Committee Against Pay-As-You-See Television, will arrive in New York from Nashville on Saturday.

•

JOSEPH R. BRANSFORD and ARTHUR B. GOETZ, Western Electric vice-president, arrived here yesterday from Europe aboard the "Ile de France."

•

GEORGE MURPHY, in charge of M-G-M studio public relations, will arrive in New York tomorrow from the Coast.

•

LLOYD CLARK, president of Middlesex Amusement Co., Malden, Mass., is confined to Melrose Hospital there with a broken leg.

•

JAMES LARKIN, B.O.A.C. theatrical sales representative, has left here for Sydney, Australia, via United Airlines.

•

E. D. MARTIN, president of Theatre Owners of America, has arrived in Little Rock from Columbus, Ga.

•

RALPH COHN, president of "Screen Gems," left New York for London yesterday via B.O.A.C. Monarch.

•

MARTIN LEVINE, general manager of Brandt Theatres, will leave here for the Coast today.

Oklahoma Exhibitors Discuss Single Unit

Special to THE DAILY

OKLAHOMA CITY, May 2.—The executive committees for Allied of Oklahoma and Theatre Owners of Oklahoma held a preliminary discussion late today on forming a single state unit. Earlier, both association boards met in separate sessions and authorized their executive committees to meet jointly to discuss ways and means of forming one united organization for the whole state.

Ed Thorn, Theatre Owners of Oklahoma president, said all appear strongly in favor of a single organization. The two groups plan to meet again shortly to discuss the matter further.

Barnard McKinna, of Norman, is the new Allied president.

Combination Indoor, Drive-in in S. D.

DEADWOOD, S. D., May 2.—Revised plans of the Mile High Corp., building a 600-car drive-in here, to be named the Mile High, call for the reservation of space back of the concession building large enough to build a 1,200-seat indoor theatre. The drive-in will be open later this month, and the plans call for erection of the indoor house later. The drive-in is located between Lead and Deadwood, which are about two miles apart.

DuMont Sees Hugh TV Station Market

CLIFTON, N. J., May 2.—Enhanced market values of television stations, and the capital gains already realized, will exceed all Du Mont TV network losses since it began operating by more than $7,000,000 after taxes, Dr. Allen B. Du Mont told stockholders today at the annual meeting of Allen B. Du Mont Laboratories, Inc.

Dr. Du Mont disclosed information about the company's financial structure which had not been made public before, and which, he said, "do not show up on profit and loss statements, or even on balance sheets."

"Our annual report explained," Dr. Du Mont said, "that network losses last year, before taxes, cut our other profits by $5,000,000." He than revealed that total operating losses for the network, since its beginning, totalled $16,000,000 before taxes.

"Profits from our three owned and operated stations," he continued, "have brought our entire broadcasting losses down to $5,500,000 after taxes. While these losses were being reflected in our profit and loss statements, we were experiencing a very rapid enhancement in market values of our broadcasting properties."

Officers of Allen B. Du Mont Laboratories, Inc., who were reelected at the annual stockholders meeting by the Class "A" stockholders were Dr. Du Mont, president, and Stanley F. Patten, vice-president. Reelected as directors by the stockholders were Du Mont, Patten, Dr. Thomas T. Goldsmith, Jr., Bruce T. Du Mont and Percy M. Stewart.

ASCAP Coast Board Reelected

Stanley Adams, ASCAP president, announced yesterday that the incumbent members on the Society's West Coast committee were reelected. They were L. Wolfe Gilbert, Harry Warren, Dr. William Grant Still, Leo Robin, Jimmy McHugh and Johnny Green.

Adams expressed gratification that Wolfie Gilbert, chairman of the West Coast Committee, had received the largest number of votes and said that this indicated a vote of confidence in the entire committee.

Posthumous Honors To Altec Engineer

The memory of the late Franklin C. Gilbert, chief engineer of Altec Service Corp., has been honored by the U. S. Navy Underwater Sound Laboratories, New London, Conn., through the dedication of Franklin C. Gilbert Road, principal thoroughfare on Fort Trumbull Reservation.

The ceremonies, conducted by Captain Edward J. Fahy, U. S. Navy commanding officer and director, included the unveiling of a plaque by Gilbert's widow. The commemoration took the form of a tribute to the sacrifice made by the Altec chief engineer in action during the German submarine campaign waged by Germany off the New Jersey coast during World War II.

Aided War on Subs

On leave of absence from his company at the time, Gilbert, in company with E. S. Seeley, present Altec chief engineer, T. H. Carpenter, and other Altec technicians, was engaged in anti-submarine warfare research and development in behalf of apparatus for the detection and destruction of submarine raiders.

Hold Rites in L. A. For William Pine

HOLLYWOOD, May 2.—Funeral services for William H. Pine, 59, were held today at Hollywood Cemetery Chapel, Los Angeles. Rabbi Bernard Harrison officiated. Burial followed in Hollywood Cemetery.

Pine, elder member of the team of Pine and Thomas, died Friday at Cedars of Lebanon Hospital following a heart attack. He entered the hospital on April 20.

Rocky Mt. Allied To Meet Thursday

DENVER, May 2.—Allied Rocky Mountain Independent Theatres will hold its convention on Thursday at the Park Hill Country Club, with sessions morning and afternoon, a luncheon and a dinner and dance in the evening. Booked for talks are Ruben Shor, national allied president, and Benjamin Berger, North Central Allied president.

Samuel Cornfield Dies

Services were held in New York yesterday for Samuel L. Cornfield, well known film industry figure in the United States and abroad and brother of Albert Cornfield, 20th Century-Fox's European managing director, who passed away suddenly on Saturday at the age of 53. Burial was in Providence, R. I.

Bertolero Dies

LEAD, S. D., May 2.—Leo Bertolero, 63, Black Hills Amusement Co. president, with 13 theatres and drive-ins in three states, died suddenly at a local hospital. His brother, John, is secretary of the company. Other survivors include his wife and two sons. Funeral and burial were in Lead.

News Roundup

Sher Now Has 4 Theatres

Louis K. Sher, owner of the Bexley Art Theatre in Columbus, has extended his circuit to four with the acquisition of the Little, Yellow Springs, and the Crescent, in Louisville, Ky.

■

Faust, N. Y. Theatre Shut

The Adirondack Theatre, in Faust, N. Y., has been closed by Charles Gerard, Jr.

■

Shaw Play to Columbia

"Arms and the Man," George Bernard Shaw's satire on the heroics of war, will be brought to the screen with Alec Guinness and Claire Bloom teamed as the Swiss officer, Bluntschli, and the Bulgarian maiden, Raina Petkoff. Sir Alexander Korda's Emperor Films, Ltd., will produce for Columbia release.

■

Reopen Washington Theatre

The Ore Theatre, Northport, Wash., operated for some years past by Mr. and Mrs. Dave Skinner, has been purchased by Mr. and Mrs. A. R. Gallo. Following renovation, the house has been reopened.

■

Kallet Acquires Drive-in

Kallet Theatres of Oneida, N. Y., has added the WGAT Drive-in to its string. Eric Williams, owner of the Oneida radio station, operated the theatre for four seasons, but withdrew recently for reasons of health.

NEW YORK THEATRES

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Eight Compete

Toll TV Views Aired in CBS Debate Here

If the proponents of subscription television have their way, the cost of television will be borne by the public, not by the advertisers, Victor A. Sholis, vice-president and director of radio-TV station WHAS, Louisville, Ky., declared during a 45-minute debate on the merits of toll-TV on Sunday over the CBS-TV network.

Sholis was one of eight men who discussed the pros and cons of subscription television. Others were W. Theodore Pierson, Washington counsel for Zenith Radio Corp.; Dean James M. Landis, general counsel, Skiatron Corp.; Ralph Bellamy, president, Actors' Equity; Elfred Beck, owner KCEB, Tulsa; Trueman Rembusch, co-chairman of the Committee Against Pay-As-You-See TV; Leon P. Gorman, general manager and part owner of WABI, WABI-TV, Maine, and chairman of the New England Broadcasters for Free TV, and Sherwood Dodge, vice-president and general manager of Foote, Cone and Belding, advertising agency, in New York.

Sees Public Interest Hurt

Sholis, who is against subscription television, stated that toll-TV supporters were asking for limited TV channel space to use, "free of any responsibility or obligation or burden of serving the broad public interest."

Pierson, who represents the manufacturer of the Phonevision system of pay-as-you-see TV, opened the show, which was moderated by CBS-TV's Dwight Cooke, by stating that the supporters of toll-TV merely want "to supplement television advertising revenue by giving the public a chance to pay the broadcaster direct a lower price" for heavyweight boxing championships, plays, motion pictures, etc., which are not available to home viewers now.

The Zenith attorney cited that since 1950, "2,500 feature length motion pictures have been produced and none to my knowledge has been shown on TV in their full length. If you want to see them you have to go to the theatre and pay to see them. Even the great epics of the past that are lying idle in Hollywood vaults have not been released to TV.

Points to World Series

"Only one heavyweight championship fight on television in 1950! And the motion picture theatres are now making a serious move to take the World Series off television and put it into the theatre so they can build up their box office receipts."

Sholis, in reply, said that "there is no indication that Hollywood would release its first run pictures. And apart from an occasional play or an occasional intermittent championship fight, they really are offering the people nothing beyond what they already have free."

Alfred Starr, co-chairman of the Committee Against Pay-As-You-See TV, will argue the pros and cons of subscription television over the NBC-TV net work at 4:15 p.m. EST, on Sunday.

Hits 'Review' Toll TV Story

Organization for Free-TV, through co-chairman Alfred Starr, of Nashville, Tenn., has protested to the publishers of the "Saturday Review" over the manner in which the magazine's Irving Kolodin presented a so-called "resume" of the current controversy over Pay-To-See TV proposals now under consideration by the Federal Communications Commission.

In a telegram to Harrison Smith, president of the "Saturday Review," Starr declared the Kolodin article "Whose Money Talks?" appearing in the April 30 issue of the national weekly, was "based on an incomplete exposition of the arguments against Pay-To-See TV." He requested an opportunity to supplement the "resume" with a complete story emphasizing the economic disadvantages to the nation's wage earners contained in the propositions advanced by proponents of "slot-machine TV."

Cooper to Play 'Mitchell'

Gary Cooper will star in the title role and Otto Preminger will direct the United States Pictures' production of "The Court Martial of Billy Mitchell," it was announced by Warner Brothers which will release the drama to be produced by Milton Sperling.

'Trust' Suit in N. H. Against Eight Majors

BOSTON, May 2.—An anti-trust suit claiming $2,000,000 in trebled damages has been filed in Federal district Court of New Hampshire by Miriam Z. Lewitt, owner of the Strand Theatre, Plainville, Conn., against eight majors. The suit claims an illegal structure of runs, clearances, availabilities and admission prices and charges the majors and theatres in Bristol, New Britain and Hartford with conspiracy, monopoly and restraint of trade. There are no exhibitor defendants.

The suit was filed from the Boston office of attorneys George S. Ryan and W. Bradley Ryan.

Baltimore Parkway Reverts to Films

BALTIMORE, May 2. — The Parkway Theatre, formerly owned and operated by Loew's and which closed about two years ago, is about to reopen as a picture theatre. During the two-year period, it was converted to the legitimate stage with unsuccessful results.

A deal is under way wherein Jack Fruchtman who currently operates Keith's and the New will add the Parkway to his circuit.

Wiley Lauds Films, But Pleads Caution On Effect Overseas

Special to THE DAILY

BURLINGTON, Wisc., May 2.—A sincere tribute to the motion picture industry of America, voiced here by Rep. Alexander Wiley (R., Wisc.) was coupled by the speaker with an appeal to the industry to study carefully the foreign market lest the films sent overseas give an inaccurate impression of life as it is lived in America.

Speaking at the "May Day-Loyalty Day" celebration here yesterday, the Congressman praised the industry as "the only non-subsidized motion picture industry in the world—and the envy of the world." "But," he said, "a small minority among the film companies seem occasionally more interested in squeezing the last possible dollar from the overseas market than they are in contributing an accurate picture of America by withholding from distribution abroad some possibly misleading films."

Wiley voiced high praise for Eric Johnston, president of the Motion Picture Association of America, for "his tremendous devotion to his country, both as head of the MPAA and in many other roles in which he has served America long and well."



Songs by Academy Award winner **JOHNNY MERCER** . . . Ballet Spectaculars by **ROLAND PETIT** . . . Dances by **ASTAIRE** and **CARON** to the big-band beat of **RAY ANTHONY** and his Orchestra!
Produced by **SAMUEL G. ENGEL** • Directed by **JEAN NEGULESCO** • Screen play by **PHOEBE and HENRY EPHRON**

YOUR BIGGEST ENTERTAINMENT DATE!
– FROM 20TH IN MAY

Rosen

(Continued from page 1)

not only as a factor contributing to the morale of theatre managers everywhere but also as of "box office value to the industry."

"No matter how well known the story, the stars, the title, or the director, no picture becomes a success all by itself," Rosen reminded his audience of showmen. "No matter how far a picture could go under its own power, it needs the labor of showmen to reach its utmost box office value.

"Today, more than ever, in this critical era of our industry such showmanship is essential to survival. In addition to the product shortages which harass every exhibitor in the United States, we face widespread entertainment competition from outside the industry and now even our own suppliers have begun to feed this powerful television competition with product," Rosen said.

"And yet," he added, "looking back at the roadblocks and rugged terrain we have successfully overcome in the past, and looking forward to the developments ahead, I face the future with confidence. I believe in our ability to surmount all obstacles and maintain motion picture theatre exhibition as a great, progressive and dynamic industry."

Rosen cited the apprehension with which exhibitors viewed the swift expansion of radio in the 1920s, recalling that its competitive strength was overcome by the introduction of sound pictures and the opening of more luxurious theatres.

"But we can't conquer these new threats or meet today's competition with a crying-towel," he warned. "We have to fight for business and the good fight, the resourceful fight, is what we mean by showmanship."

Rosen pointed out the opportunities to expand audiences and business in the numbers of people who do not see every picture they want to see, people who, perhaps, were not exposed to the right kind of showmanship. In addition, there are the many intangibles in the appeal of individual pictures, he reminded, which can be used, if discovered and exploited, to attract groups of patrons which otherwise would not attend the theatre.

Good housekeeping in the theatre, Rosen reminded, also is an important factor in operation and showmanship.

"One of the assets of our industry is the fact that two generations of showmen have developed a vast body of fundamental selling ideas and if a showman makes use of what is already written in the book, he is bound to establish a fine record of achievement," Rosen said.

"It is because the Showmen's Round Table, by consistently publishing what showmen do, makes this information available to all the energetic, devoted showmen in the industry, that it performs a considerable service to the box office efforts of the men and women selling motion picture merchandise.

"The national recognition given by the Quigley Award both quarterly and annually, is a decided stimulus to the more ambitious showman and the inspiration of these incentives is not only a morale factor but also is of box office value to the industry.

"A faithful reader of the selling slants in the trade press can receive education, information and inspiration, which can make him one of the top showmen in the land, if at the same time he is willing to work hard enough to achieve the outstanding success which makes the Showmen's Round Table possible.

'Essential Institution'

"It is because of these facts that I consider the Quigley Awards one of the essential institutions of the industry,—a veritable university of showmanship; an institution which will play an important role as long as there is a motion picture business."

Martin Quigley presided at the luncheon dais and welcomed Mort Blumenstock, Warner Bros. vice-president, and David Lipton, Universal vice-president, who are here from the Coast, and Emil Bernstecker of Georgia, and James Nairn of Famous Players Canadian circuit, Canada. He introduced previous Quigley Grand Award winners Lige Brien of United Artists, and Charles Hacker of Radio City Music Hall, and called upon Walter Brooks, director of Managers Round Table, to take a bow.

At the dais in addition to Rosen and Quigley were Richard Altschuler, Republic; Russell Downing, Radio City Music Hall; William German, W. J. German, Inc.; Paul Lazarus, Jr., Columbia; Walter Branson RKO Radio; Jerry Pickman, Paramount; John J. O'Connor, Universal; Lipton, Charles M. Reagan, M-G-M; and Ned E. Depinet.

Winners of the 21st annual Showmanship Awards will be announced on Friday.



Quigley Publications Photo

AT QUIGLEY AWARDS LUNCHEON. Sam Rosen, standing, addresses Showmanship Awards judges. Dais section shows, from left to right, William German, Paul Lazarus, Jr., Walter Branson, Rosen, Martin Quigley, Jerome Pickman.

Sam Rosen on Quigley Awards

(Continued from page 1)

the annual Quigley Award. They definitely epitomize the showmanship I am discussing this afternoon."

▼

"This is an era of product shortage. It is extremely important that communication between the theatre and the public doesn't break down. We must get more patronage out of the smaller number of pictures available."

▼

"The national recognition given by the Quigley Award, both quarterly and annually, is a decided stimulus to the more ambitious showman and the inspiration of these incentives is not only a morale factor but also is of box office value to the industry."

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"I consider the Quigley Awards one of the essential institutions of the industry — a veritable university of showmanship; an institution which will play an important role as long as there is a motion picture business."

Rosen's 28th Year In Exhibition

Sam Rosen, guest speaker at the 21st annual Quigley Showmanship Awards judging here yesterday, noted that it was the 28th anniversary to the day of his entry into motion picture exhibition. He had been prior to that general manager of a chain of jewelry stores and a mail order business.

"That changeover," commented Martin Quigley, "was the jewelry business's loss and motion pictures' gain."

'U' Officials

(Continued from page 1)

U-I studios at this time, Feldman said that he felt that the company's sales executives should be given an opportunity to see at an early date what he believes to be one of the "greatest groups of important productions in Universal's history."

Feldman stressed that this "sales executives preview" of the company's pictures for release during the summer, fall and winter was the first step in the company's campaign to bring these pictures to the attention of the industry, the company's exhibitor customers and to their potential audiences. He further pointed out that they were being scheduled for release between now and the first of next year on a steady month-to-month basis to provide exhibitors with a continuous flow of product.

Top Officials to Make Trip

The sales executive will be joined by executives from New York and California including Milton R. Rackmil, president; N. J. Blumberg, chairman of the board; Alfred E. Daff, executive vice-president; Edward Muhl, vice-president in charge of production, and vice-president David A. Lipton.

The sales executives attending the meetings will be Ray Moon, assistant general sales manager; F. J. McCarthy, Southern and Canadian Sales manager; P. T. Dana, Eastern sales manager; Foster M. Blake, Western sales manager; James J. Jordan, circuit sales manager, and A. W. Perry, head of Empire-Universal which handles the distribution of Universal's pictures in Canada.

Italian Industry Head Cables Greetings To Quigley Annual Awards Participants

Greetings to Quigley Showmanship Awards judges and contestants were cabled from Rome yesterday to Martin Quigley by Eitel Monaco, president of ANICA, the Italian film organization. Advertising and publicity campaigns developed by Italian distributors this year inaugurated a new series of exhibits from markets which will be a feature of the annual showmanship contests from now on.

Monaco's message, read to the Showmanship luncheon here yesterday by Martin Quigley, Jr., editor of "Motion Picture Herald," said in part: "The man in whose name these (Quigley Showmanship) Awards are given has long been a good and dear friend to our film makers and to me, personally. He is as highly regarded in Italy as in America. We consider the special exhibit of the work of creative artists of representative Italian film companies another positive example of the strong feelings of friendship which have always characterized relations between the motion picture industries of our two countries."

The "Herald's" editor pointed out that it goes to 80 countries around the world and that its Managers Round Table department readers represent 90 per cent of the theatre business done in the domestic market and 75 per cent of that done abroad.

Heart Award

(Continued from page 1)

Robert J. O'Donnell, vice-president and general manager of the Texas Interstate circuit and former international chief barker, was toastmaster. William J. German, chief barker of Tent No. 35, was chairman of the dinner committee.

Every branch of the industry was represented, including all unions, the latter including the locals representing both radio and television, several of which had reserved their own tables.

German Calls Walsh 'Symbol'

In German's address, he described Walsh as a "symbol of organized labor" and declared that the banquet represented the joint efforts of management and labor to combat epilepsy.

O'Donnell, reaching into the past, told of the nearly days of theatre operation and of his association with Walsh during those years.

Speakers were Robert Weitman, vice-president of American Broadcasting Co.; Charles Halloran, first deputy industrial commissioner of New York State; Spyros P. Skouras, president of 20th Century-Fox, and Howard Lindsay. Approximately 850 persons were in attendance.

Weitman, also in a nostalgic vein recalled the early days of union activity in which Walsh played a vital role.

Represents Governor Harriman

Halloran, representing Gov. Averell Harriman, praised Walsh for his role in the maintenance of labor harmony in the amusement world.

Lindsay, author - producer - playwright, said Walsh has given not only respect, but self-respect, to the IATSE.

In accepting the plaque, Walsh traced the advancement of labor through the years to its present position of dignity and respect, but added that labor must live up to its respectability. He pointed to the new development of a polio vaccine, and expressed the hope that labor, through its donations, some day would have a part in the development of a cure for epilepsy.

Skouras

(Continued from page 1)

Foundation to Combat Epilepsy. The announcement was made to the more than 800 guests of the second annual Heart Award dinner at the Variety Club of New York in the Hotel Waldorf-Astoria.

"The purpose of the film," Skouras said, "is to bring the American public up to date on the great strides that have been made by the medical profession in the diagnosis and treatment of epilepsy. It will point out dramatically the needlessness of the social barriers that confront persons with epilepsy. It will stress the employability of persons with epilepsy, while it depicts the problems they face in seeking employment."

Skouras said he hopes to make the picture in both CinemaScope and conventional forms and added "with the aid of the Variety Club Foundation we hope to be able to exhibit this film in all the theatres of the U.S.

The script for this Variety Club Foundation motion picture is in preparation. Production will be started shortly at the 20th Century-Fox studios in California. It will be ready for release in early fall.

Hyman on Boost Attendance Trip

Boost attendance plans of American Broadcasting - Paramount Theatres affiliated circuits will be explored by Edward Hyman, AB-PT vice-president, on a nine-day trip to Chicago, Minneapolis and Des Moines.

Hyman will leave here today for Chicago, his first stop-over. The boost attendance project will be one of the topics discussed between Hyman and officials of Balaban & Katz, Minnesota Amusement Corp. and Tri-State Theatres, all AB-PT affiliates.

UA London Meet To Start Today

From THE DAILY Bureau

LONDON, May 2. — The first world-wide series of foreign sales conventions in United Artists' history will be launched here tomorrow with more than 150 UA executives and representatives on hand for the conferences that will map what is claimed to be the most extensive overseas distribution program since the founding of the company in 1919.

Arnold M. Picker, vice-president in charge of foreign distribution, is presiding over the seven-day session in the Savoy Hotel here.

Krim the Keynote

The keynote address to sales and promotion officials from Europe, the Near East and South Africa will be delivered by president Arthur B. Krim, with vice president Max E. Youngstein also participating in the meetings, detailing the international phase of United Artists' "Blueprint for Tomorrow."

The gathering in the British capital will be followed by conclaves in Tokyo and Rio de Janeiro this summer.

Smadja, Lober to Attend

Charles Smadja, vice president in charge of European production for UA, and Louis Lober, general manager of the foreign department, are among the home office and overseas executives taking part in the London sessions.

Harman Speaker At UJA Luncheon

Abraham Harman, Consul General of Israel here, will be the guest speaker at the annual luncheon of the Motion Picture and Amusement Division of the United Jewish Appeal of Greater New York, it was announced by Adolph Schimel, vice-president and general counsel of Universal Pictures, chairman of the division.

The event, which will honor Major Albert Warner, is scheduled for May 24, at the Hotel Pierre.

Schimel announced that the industry has completed its mobilization of the various committees to guide the division's 1955 UJA campaign.

The steering committee is made up of Barney Balaban, Robert S. Benjamin, Harry Brandt, Jack Cohn, Simon H. Fabian, Herman Robbins, Samuel Rosen, Samuel Schneider and Spyros P. Skouras.



James Stewart in "The Man From Laramie" co-starring Arthur Kennedy, Donald Crisp, Cathy O'Donnell, Alex Nicol and Aline MacMahon with Wallace Ford • Screen Play by Philip Yordan and Frank Burt based upon the Saturday Evening Post story by Thomas T. Flynn • Directed by Anthony Mann • A Columbia Picture • A William Goetz Production in CinemaScope Color by Technicolor

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Reviews

"Hell's Island"

(Pine-Thomas—Paramount)
(VistaVision)

PINE-THOMAS' VistaVision production of "Hell's Island," photographed in color by Technicolor, combines a variety of ingredients—suspense, violent action, and torrid romance, in a moderate melodramatic offering which adult audiences should find acceptable. The principal players in this story about theft, murder and love are John Payne, who portrays a hard-hitting, free-swinging lawyer who is carrying a torch for the beautiful Mary Murphy, a dame disliked by her neighbors, with Francis L. Sullivan expertly portraying a big, ruthless international conniver.

Sullivan retains Payne in a search for a mysterious ruby and sends the muscular attorney to the Caribbean port of Puerto Rosario to begin the search. Payne, after learning that his former love, for whom he is still torching, is the wife of a convicted murderer, is shortly involved in three murders himself with all of the clues to the killer pointing at Miss Murphy.

Double crosses fly fast and furious between Sullivan, Payne and Miss Murphy as all have one thing on their minds—money. Payne tumbles to the truth on a penal island, where Miss Murphy had sent him in an attempt to free her husband. His former love all along has strung him on and used him to secure for herself the ruby and money. Payne also learns that Miss Murphy had been instrumental in the three murders. After finding the ruby, Sullivan demands it for himself and in an action-packed climax, in which Payne is wounded and Sullivan is killed, the ruby is turned over to the police, along with Miss Murphy. Payne leaves Puerto Rosario, battered, beaten in spirit and mind, and without money, in an effort to forget Miss Murphy.

Others in the cast, ably supporting the principals, are Eduardo Noriega, Arnold Moss, Walter Reed, Paul Picerni and Pepe Hern. The late William H. Pine and William C. Thomas produced and Phil Karlson directed this story written for the screen by Maxwell Shane.

Running time, 84 minutes. Adult classification. Release, in May.

LESTER DINOFF

"Abbott and Costello Meet the Mummy"

(Universal)

PATRONS who like the team of Abbott and Costello should find their latest picture hilarious; those who don't, won't. It is typical of their established form of comedy and the box-office results should be just as predictable.

This time the boys are in Egypt, hoping to make their way back to the U. S. as custodians of the mummy of Klaris discovered by an archaeologist. However, their plans backfire when two factions attempt to get the mummy for different reasons. One is a group of Egyptians who worship the mummy and kill the archaeologist, and the other, some thieves led by Marie Windsor who want the sacred medallion worn by the mummy that indicates the location of a treasure-filled tomb.

Abbott and Costello become involved when they discover the medallion and Costello swallows it. A merry chase is on and before you can say, "slapstick," everybody concerned is at the temple of the Egyptians for different reasons. The climax finds three mummies prancing around, the real one, one of Miss Windsor's henchman and Abbott. It's the funniest bit in the picture.

A few extra selling points are in this film are the Chandra-Kaly dancers who perform some rituals, and Peggy King, singer on the George Gobel television show, who sings "You Came a Long Way from St. Louis." The numbers are there for no particular reason, but they provide a change of pace.

The picture was produced by Howard Christie, directed by Charles Lamont and written by John Grant from a story by Lee Loeb. They've surrounded the boys with situations the Abbott and Costello fans should relish.

Running time, 79 minutes. General classification. For release in June.

Cinema Lodge Golf Tournament June 9

The fourth annual film industry golf tournament, sponsored by New York's Cinema Lodge of B'nai B'rith, will be held at the Vernon Hills Country Club at Tuckahoe on Thursday, June 9, Max E. Youngstein, president of Cinema Lodge, announced.

Sponsorship by Cinema Lodge of the tournament was undertaken four years ago to provide an opportunity for entertainment industry representatives of all faiths to get together annually for a day of sport and good fellowship. The first three tournaments held at the Vernon Hills Club have been outstanding events, Youngstein pointed out, and he promised that no effort would be spared to make the fourth annual tournament a record-breaking event.

Last year, more than 75 entertainment industry companies and individuals donated the prizes which were awarded to the winners in each foursome. A banquet will follow.

Gig Young to Host 'Warner Presents'

BURBANK, Calif., May 2. — Jack L. Warner, executive producer, today announced the signing of Gig Young as host for "Warner Bros. Presents," the forthcoming Warner Brothers Pictures-ABC-TV network series of television-motion pictures.

"Warner Bros. Presents" will go on the microwaves on Sept. 13 and will be seen from 7:30 to 8:30 P.M. (EDST) for 39 consecutive weeks. Each of the full hour features in the series will be based upon one of three Warner Bros. motion picture productions — "Casablanca," "Kings Row" and "Cheyenne."

New AA Office

PITTSBURGH, May 2. — Allied Artists' Pittsburgh exchange opened at a new location today at 1709 Boulevard of the Allies.

A. I. Weiner is manager of the exchange.

NCA Meet

(Continued from page 1)

PICTURE DAILY reporter that "Allied would be foolish to tip its hand now. Any announcement today would be premature. We are slowly and carefully laying our plans to take whatever action is necessary if the New York conference fails of results. We will do nothing or say nothing now that will rouse the opposition, which we know is inevitable."

Speaking at the convention luncheon, Myers told NCA members that "We have plenty of friends on Capitol Hill," but he declined to name any of them except Sen. Hubert H. Humphrey (DFL, Minn.), "whose name was smoked out by the trade press."

Rube Shor, National Allied president, also declined to discuss strategy, explaining that the actual decision upon the timing of the bill is "up to Berger" as chairman of EDC. "If it was left up to me I'd do it right away," Shor said, "I wouldn't wait."

North Central Allied's opening session, attended by approximately 200 members, was a brief and quiet affair. Berger spoke briefly, explaining that William C. Gehring, 20th-Fox executive assistant general sales manager, would not attend tomorrow's session as originally scheduled because of "press of business."

Shor, in a brief speech, outlined the history of Allied's plan for Government intervention, the failure of Al Lichtman's round table proposals, and the joint meeting of Allied and TOA leaders. He credited Alfred Starr, of TOA, as being the sponsor of the plan for the top level meeting in New York May 24.

Hope to 'Put Out the Fire'

"It is hoped at this meeting, through 100 per cent representation of distributors, to be able to put out the fire and save the building, short of Government regulation," Shor said. "In the meantime it is the duty of all Allied members and exhibitors to prepare themselves to wage the same sort of campaign as that which won the tax fight."

Cupidity of the exhibitors themselves was responsible for the failure of the Makelim Plan to solve the twin problems of product shortages and high film rentals, Myers declared here today.

The Makelim Plan for independent production and distribution of 12 pictures was first discussed and approved at the National Allied board meeting which preceded the NCA convention here a year ago. At that time the agreements circulated by Hal R. Makelim, originator of the plan, provided that exhibitors could fix what they considered to be a fair and equitable flat film rental.

"Makelim was a victim of his own faith in human nature," Myers said Monday. "He had more than enough exhibitors signed up, but judging from some of the contracts that I looked at, nobody in exhibition ever paid more than $12.50 for a picture."

'Pharaohs' to Astor

"Land of the Pharaohs," Howard Hawks' CinemaScope production for Warner Bros., will begin its New York engagement at the Astor Theatre here on May 24th.

Starring roles in "Land of the Pharaohs" are played by British star Jack Hawkins, Joan Collins, Dewey Martin and Alexis Minotis.

Overseas

(Continued from page 1)

be dominated by the product of any one country.

"We are also fully conscious that we have a tough problem to tackle when making films for the international market. These films must be able to compete on equal terms on the screens of the world particularly as, so far, for various reasons the American domestic market has not been materially available to us."

Reporting to the correspondents on Rank Organization operations, Davis said that 50 per cent of the company's film revenues now come from the overseas markets in 96 countries in which its films are distributed.

The equipment company, British Optical and Precision Engineers, has an annual turnover of more than £8,000,000 of which over 30 per cent is from export markets.

Davis said Rank's "Doctor in the House" has grossed more in this country than any film except "Gone with the Wind," and that "The Kidnappers" grossed more on Rank's Odeon circuit in Canada than any film since the circuit was established six years ago.

Ask Dismissal

(Continued from page 1)

miss the case on the grounds that it is no longer moot.

Defendants claim the pooling agreement objected to by Justice has been terminated.

The court has set Aug. 11 as a tentative date for start of trial in the event the case is not dismissed.

Cohn Appoints Three Pioneers Committees

Following the meeting of the board of directors of the Motion Picture Pioneers and the Foundation of the Motion Picture Pioneers, Jack Cohn, president of the organizations, appointed three committees — the 1955 M. P. Pioneer dinner committee, and for the Foundation, the relief and assistance committee and the contributions committee.

The 1955 dinner committee will select the date and place of the annual Pioneer affair, choose a dinner chairman and name the man who will be honored as "Pioneer of the Year." It will consist of Cohn, Barney Balaban, Herman Robbins, Ned Depinet and Sam Dembow, Jr.

The Foundation's relief and assistance committee for the ensuing year will be composed of Marvin Kirsch, John J. O'Connor and William Brandt. The contributions group consists of William J. German, Sam Rosen and George Dembow.

'Ridge' Bows at Paris

"Heartbreak Ridge" will have its America premiere tomorrow evening at the Paris Theatre here for invited members of the Overseas Press Club.

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Television--Radio

with Pinky Herman

AFTER an absence of several years, smiling Jack CBSmith returns to New York from the Coast where he starred in his own musical series and later emceed "Place the Face." Smith will emcee the audience-participation show, "Welcome Travelers" which moves East from Chicago and is CBSlotted Mon. thru Fri. 1:30-2:00 P.M. Bob Quigley is exec producer, with Art Stark and former screen star Freddie Bartholomew, producer and director, respectively. . . . Cambridge Productions of Miami, Fla., will set up a new organization which will finance independent production of theatrical, TV and recording enterprises. Organization will be headed by a group which includes Robert J. MacGowan, Los Angeles attorney and head of Orbit Records, Tom Rourke, Texas oil man, J. L. Nisbett and Ted Edwards, executive producer and ass't exec prod. of Cambridge Productions, respectively. . . . Next month's issue of Cosmopolitan magazine will carry a well-written profile on Jack Lescoulie, titled "The Boy with the $100,000 Smile," by Richard Gehmann.

☆ ☆ ☆

Dave Rudman, the Malden (Mass.) phenom who used to travel with Mal Hallett's ork as a featured dancer, phoned yesterday to tell us that Tony Marvin's stint at the Latin Quarter in the Hub over the week-end was a show-stopper. Dave wonders, as we do, howcome recording execs don't grab Tony's warbling talents for wax. . . . Retired after several years as a top hillbilly artist, Al Coombs has built the A-Bar-C Ranch in Cassville, N. J. (near Lakewood) which will open Sunday May 22, and will feature cowboy and country music which will be aired Sundays via WTTM in Trenton. . . . Ernie Kovacs will ABCommence a 6:30 to 9:00 ayem series of platter-chatter programs end of this month. . . . Emerging from a nabe theatre where he'd taken his youngster to see (for the third time) Walt Disney's "20,000 Leagues Under the Sea," Ted Lloyd found a parking ticket on his car. Appearing before the 85-year-old Judge Alexander Stronach, father of M C A's Sandy Stronach, Ted paid the fine and was so impressed with his honor's keen wit, also wants to interest the judge in a permanent TV panel spot.



Tony Marvin

☆ ☆ ☆

Vivacious Eileen Barton, who will be featured for the third time within two years on Ed CBSullivan's "Toast of the Town" this coming Sunday, may be signed to star in a forthcoming Broadway musical. The talented chantootsie should be featured regularly in TV. . . . Ted Steele has been named musical director of WOR and WOR-TV by Gordon Gray, gen. mgr. of the New York outlets. . . . Governor Frank G. Clement of Tennessee will present the Ralph Peer Award to Tennessee Ernie Ford in Hollywood, May 13. . . . David Lowe, who moved into TV from Broadway where he produced several successful vehicles including "Lovely Me," "Portrait in Black" and "The Enchanted," has been named director of programs at WABD by general manager Ted Cott. . . . Charming Helen Baron, who was seen in several "Studio One" and Robert Montgomery TV'ers and for the past year, was featured on Bob Dana's WABDaily programs, sails for England tomorrow where she'll make several guestints over BBC.



Eileen Barton

☆ ☆ ☆

Bill Bendix' NBC-TVehicle, "Life of Riley" has been signed for another 52 weeks as of September 16, making this the fourth consecutive year that Gulf Oil has sponsored the series. . . . Bill Lawrence, former motion picture director at Republic, Paramount and Columbia Pictures and for the past two years producer-director with Bob Hope, has been brought East by Ted Sisson to become manager of programs and production for the NBC-TV film division. . . . Look for Marion Marlowe to star in her own TV program some time in the fall. Her bookings till the end of this year already total more than $250,000. . . . New York City TViewers are fed 18 MCA-TV Film Syndication telefilms weekly, a very fine local 'sales effort' by Aaron Beckwith's pitchmen.

Fight Film

(Continued from page 1)

with local papers picking up the announcement of the local theatres carrying the bout.

The TNT president further disclosed that more than 32 out of 50 mobile large-screen TV units already have been rented. Among those contracting for TNT's mobile equipment, he added, are such circuits as Loew's, RKO Theatres, Stanley Warner, Comerford and the Jefferson Amusement Corp.

Meanwhile, Loew's State, the only theatre in the Times Square area here carrying the event, has begun selling advance tickets for the bout, to be telecast from San Francisco's Kezar Stadium. A fight poster in the Loew's State lobby puts the admission price for all seats at $4.50, including tax. Patrons are invited to come as early as 8:45 P.M. (EDT) to see the regular feature as well as the exclusive fight telecast, which begins at 11:00 P.M. (EDT).

Challenge Mass.

(Continued from page 1)

Edward A. Counihan, Jr., reserved judgment on the attorney's petition for a writ of certiorari to "correct substantial errors of law" in the State Commissioner of Public Safety's refusal to grant approval for Sunday exhibition of "One Summer of Happiness" and "The Game of Love."

In his original petition for certiorari, Bilgrey contended that the statute in question, which requires that the State Commissioner of Public Safety pass on whether "public entertainments" are "in keeping with the character of the Lord's Day and consistent with due observance of it" is in contravention of the First and Fourteenth Amendments to the U. S. Constitution in subjecting the film company's rights of free speech and press to "arbitrary and capricious prior restraint." No Massachusetts city can license a film for Sunday showing without prior state approval.

The Boston "Herald" editorially hailed the court action as "a beginning" toward ending "all major (censorship) restraints on moving picture producers and distributors."

Rowland Buys Story

HOLLYWOOD, May 2. — Roy Rowland has acquired full rights to an original by Aleen Leslie called "My Adorable," based on the life of Andrew Jackson's wife, Rachel. The director is set for conferences with Dore Schary, M-G-M production chief, regarding the possibility of his starring Barbara Stanwyck.

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 87 NEW YORK, U. S. A., WEDNESDAY, MAY 4, 1955 MAY 4, 1955

Unique Project

Work of V. C. In Nation to Be Filmed by Int'l

All Club Cities Included; Camera Crew Off Mon.

From THE DAILY Bureau

HOLLYWOOD, May 3. — George Hoover, international chief barker of Variety Clubs International, today disclosed a far-reaching project headed by Ralph Straub, long-time producer of "Hollywood Snapshots," who will take to the road Monday with a camera crew in a specially-equipped Chrysler station wagon to tour all Variety Club cities and photograph in 35mm Eastman Color their individual charity accomplishments. Footage made during the three-month tour will be assembled into a feature-length documentary film distributed, by present plan, by all major distributing companies, probably on a rotating basis, with the profits going to VCI.

Tomorrow's opening sessions of

(*Continued on page* 4)

Bankers Like TESMA Plan

Special to THE DAILY

COLUMBUS, O., May 3. — The Ohio Bankers' Association will approve the Theatre Equipment and Supply Manufacturers Association's plan of "three per cent off the top" if this money is covered by escrow agreements, Robert A. Wile, executive secretary of Independent Theatre Owners of Ohio, states in a bulletin to ITOO members.

The TESMA plan is to take three per cent off the top of any picture on a percentage engagement for capital reserves to permit refurbishing of

(*Continued on page* 5)

'Daddy Long Legs' Premiere Tomorrow

A celebrity-studded capacity audience is expected to attend the March of Dimes benefit premiere of 20th Century-Fox's CinemaScope production of "Daddy Long Legs" at the Roxy Theatre here tomorrow evening. It will be broadcast over radio and television.

The world bow of the wide-screen

(*Continued on page* 5)

Universal Increases Advertising Budget By $1,000,000

Climaxing more than a week of meetings in New York of Universal-International's West Coast and East Coast advertising and publicity executives on promotion plans on the lineup of pictures scheduled for release during the summer and fall, David A. Lipton, vice-president of Universal Pictures, yesterday announced an increase of $1,000,000 in the advertising and publicity budget for the current fiscal year ending Oct. 31, to give the company the largest promotional budget in its history, it was announced.



David Lipton

The decision to raise by $1,000,000 the current advertising, publicity and promotion expenditures, according to Lipton, results from the fact that "never before has Universal had for steady release a group of such outstanding pictures with top star values, important story properties and so vast

(*Continued on page* 4)

Three More Named To Makelim Board

From THE DAILY Bureau

HOLLYWOOD, May 3. — C. A. Dandelake, Tarboro, N. C., president of Theatre Owners of North and South Carolina; Hugh Thomas, Jr., drive-in operator of Sarasota, Fla., and Jack Jackson, Houston, Tex., have been elected to the board of directors of Makelim Pictures, Inc., it was disclosed here today by Hal R. Makelim, president of the organization and originator of the Makelim Plan.

Univ. Billings Hit New Week Record

Universal's billings, foreign and domestic, for the week ending last Saturday totalled $5,350,000 for a new company record, it was revealed yesterday. It was the final week of the company's sales drive. The domestic billings were slightly under $3,000,000. Foreign billing hit a new mark of more than $2,350,000. The final week of the sales drive last year amounted to $5,000,000, world-wide, it was said.

Arkansas Exhibitors Elect Jas. Carbery; Martin Is Keynoter

Special to THE DAILY

LITTLE ROCK, May 3.—New officers of the Independent Theatre Owners of Arkansas elected at the 36th annual convention are James Carbery, president, Little Rock; Fred Brown, secretary - treasurer, Fort Smith; assistant secretary-treasurer, Nona White, Little Rock; chairman of the board, K. K. King, Searcy, retiring president. Six district vice-presidents were also named along with the board of directors of eight. Car-

(*Continued on page* 2)

MGM Releasing Five In July-August

M-G-M will release five pictures, one of which includes a reprint, from July 1 to the end of August, the company announced yesterday. This will make a total of 18 pictures for the first eight months of the current year.

For July, M-G-M will have three pictures: namely, "Interrupted Melody," which opens a pre-release Amer-

(*Continued on page* 4)

"Daddy Long Legs"

(20th Century-Fox)
(CinemaScope)

THE story of "Daddy Long Legs" improves with age. Each time that it has been made cinematically following its highly successful stage production with Ruth Chatterton starred, it has been in the box office high brackets. Back in 1919, Mary Pickford wowed her fans with the first film version for First National—silent, of course. In 1931, when the talking picture was in its cradle, Janet Gaynor and Warner Baxter starred in another edition for Fox Films that kept the cash register ringing.

Now comes a new and modernized version, this time as a musical, that appears to be headed for the same sort of box office success. Audiences of all ages in all types of theatres should love this delight-

(*Continued on page* 5)

Little Optimism

Berger, Shor Glum Anent May 24 Meet

Allied-TOA Group Slates 'Strategy' Talks May 23

Special to THE DAILY

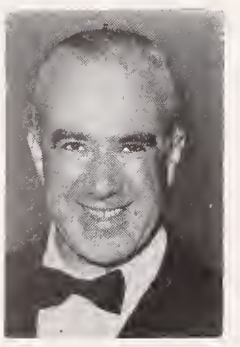
MINNEAPOLIS, May 3. — Doubt that the forthcoming conference between top-level executives of film distributors and representatives of exhibitor organization would be productive of much good, was a recurring theme at the second and final session of the two-day North Central Allied convention here today.

Although the NCA membership, one of the largest groups to attend a convention in recent years, passed a resolution labelling the May 24 meeting "a matter of utmost urgency" and appealed to the film company execu-

(*Continued on page* 4)

20 from Rep. In 20 Weeks

Apparently dispelling reports that Republic is planning to devote its full attention to television film production, Richard W. Altschuler, director of world-wide sales, yesterday announced a "definite release schedule covering 20 pictures to be made available" during the next 20-week period. A regular release schedule of one picture a week was announced by Altschuler who said that Republic had been engaged in the heaviest produc-



R. W. Altschuler

(*Continued on page* 5)

TNT and IATSE In One-Year Pact

The first nation-wide labor agreement covering employes in the closed-circuit television industry has been concluded between Theatre Network Television, Inc. and the IATSE, it was announced by Richard F. Walsh,

(*Continued on page* 4)

Personal Mention

DORE SCHARY, M-G-M vice-president in charge of production, left here yesterday by train for the Coast.

•

CLARK A. RAMSAY, assistant to DAVID A. LIPTON, Universal Pictures vice-president, and BOB RAINS, studio, radio and TV promotion contact, have returned to the Coast from New York.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, are in Chicago from New York.

•

CHARLES C. MOSKOWITZ, Loew's-M-G-M vice-president and treasurer, has left New York for a Florida vacation.

•

IRVING STARR, producer, and MRS. STARR left New York yesterday aboard the "Liberte" for Plymouth, England.

•

JACK DE WAAL, of RKO Radio branch operations, and DORIS SCHUBART were married in the Lady Chapel of St. Patrick's Cathedral.

•

EMERY AUSTIN, head of the M-G-M exploitation department, left here yesterday by plane for Minneapolis.

•

JACK HOFFBERG, of Hoffberg Prods., will leave here today by plane for the Coast.

•

MICHAEL MINDLIN, JR., Lopert Films advertising director, left here yesterday for Europe.

•

JOHN H. BURROWS, producer, has returned to Hollywood from New York.

•

BORIS KARLOFF left here yesterday for London via B.O.A.C.

•

DAVID DIAMOND, producer, will leave New York today for Hollywood

•

BERT ORDE, of "Redbook," will leave here today for the Coast.

S. G. Engel President Of Producers Guild

HOLLYWOOD, May 3.—Samuel G. Engel last night was elected president of the Screen Producers Guild, succeeding Arthur Freed.

Other officers named were: Buddy Adler, first vice-president; Walter Mirisch, second vice-president; Louise Edelman, third vice-president; Julian Blaustein, secretary; Jerry Bressler, treasurer, and Robert Arthur, assistant treasurer.

'U' Preferred Dividend

The board of directors of Universal Pictures, has declared a quarterly dividend of $1.0625 per share on the 4¼ per cent cumulative preferred stock. The dividend is payable June 1, to stockholders of record on May 16.

Arkansas TO

(Continued from page 1)

bery was named representative to the national TOA board of directors. Legislative director is B. F. Busby. Keynote speaker at the opening session was E. D. Martin, president of the Theatre Owners of America. Glenn Hall, Cassville, Mo., spoke on successful small town operation, saying that it is entirely different than that of big city operation, that a small town operator could, with methods used by larger operators, soon go broke.

Martin emphasized that TOA is working on all the problems of exhibitors, and that one man would be added soon to the field in an organizational step up. He added that there must be a unity of exhibitors in thinking and planning for the future.

Martin told of the secret, now let out, of the meeting held in Chicago with officers of the National Allied. There, he said, it was found that all face the same problems, but that he was sorry to report that exhibitors in his opinion had lost strength by not being united in one national organization.

Sees Arbitration Needed

Martin said that a real system of arbitration is needed by the industry, that it is necessary for distribution to bring out in the open the subjects of clearance and availability.

Relief is needed, Martin brought out from Army-Navy-Marine competition. He reported of the meeting in Washington with officials there, saying that at one time fair results were thought sure but that the Navy refused. Some relief he feels can be had through the Hoover commission.

Shortage of film, said Martin, has forced high rentals.

An increase in production would bring rentals down, and better prices would result, he said.

Martin placed much faith in the proposed industry conference, saying he would like to see local units set up conciliation panels, that such a system works well in Illinois.

TOA has asked producers, domestic and foreign to make more product, but to no avail, said the speaker, who added that this brought about the formation of Exhibitors Film Finance Group. Reminding that the group has a capital of $10,000,000, he said that exhibitors could help themselves by participating in it.

Extend Schenck's M-G-M Contract

The new contract of Nicholas M. Schenck, Loew's-M-G-M president, runs for two years, it was reported here yesterday.

Loew's officials could not be reached for further comment. Disclosure of Schenck's new contract, which does not carry any percentage of profits provision, came in the company's report to stockholders of the annual meeting. The company report stated that on "termination of Schenck's previous employment agreement on Dec. 31, 1954, he entered into a new agreement which does not include percentage compensation as heretofore."

Harry Thomas W.C. Continental Mgr.

The appointment of Harry H. Thomas, veteran motion picture sales executive, as western sales manager of Continental Distributing, Inc., has been announced by Frank Kassler, Continental president.

Thomas will make his headquarters in Los Angeles and will serve virtually all the Western states. He will take over immediately on the West Coast distribution of Continental's two current releases: Alec Guinness' first Technicolor comedy "To Paris With Love" and the forthcoming Japanese film "Hiroshima" which will have its American premiere on May 16, at the Baronet, a Walter Reade theatre here.

3 More N. E. Houses To Show Title Bout

BOSTON, May 3. — Three more New England theatres have been added to the two already signed for the closed circuit theatre-TV showings of the Marciano-Cockell heavyweight championship on May 16. American Theatres Corp. has selected its North Reading Drive-in for the TV showing. Mobile TV equipment has been leased by the circuit for the evening. Prices charged will be $3.30 per person, with a minimum of four persons to a car.

Film Show in Addition

The gates will open at 7:00 P.M., allowing the fight fans to see a full film program before the fight which starts at 11 P.M., EDT. ATC has also rented another set of mobile TV equipment for its State Theatre, Portland, Me., a 2,000-seat house, which will charge $3.30 or $2.20 per seat, with all seats reserved. With the Pilgrim Theatre, Boston, ATC's flagship already announced for the showing, this circuit now has three theatres ready for the fight pictures. The fifth house to have the TV engagement is Loew's State, Providence, where the management will charge $3.50 per person with the entire house on a rush seat basis. This is the same schedule as Loew's State, Boston, reported last week.

Ezell Company Buys 2 Gibbons Drive-ins

DALLAS, May 3.—Claude Ezell, president of Claude Ezell and Associates, has confirmed the purchase of the Jefferson Drive-in Theatre, here, and the Pike Drive-in, Fort Worth, by his company. The theatres were purchased from Harold Gibbons, of Wichita, Kans. Improvements in the units will be made at once.

'Marty' Sets Mark

United Artists' "Marty" hit up a third week gross of $20,830 at the Sutton Theatre here that topped the highs turned in for the first and second weeks, UA reported.

'Lady' to Roxy

Walt Disney's "Lady and the Tramp" will have its world premiere at the Roxy Theatre here during the latter part of June.

RCA Reveals First Quarter Net Sets Mark

Sales and earnings of the Radio Corp. of America in the first quarter of 1955 were the highest of any similar period in the history of the corporation, Brig. General David Sarnoff, chairman of the board, announced yesterday at the 36th annual meeting of RCA stockholders here.

"In the first three months of this year," Sarnoff said, "RCA products and services sold have amounted to $256,305,000, an increase of 13 per cent over the first quarter of last year; indeed, this is the most successful first quarter sales period since the corporation was founded 36 years ago.

Net Is $12,568,000

"Profits, before Federal taxes, amounted to $25,085,000. After providing $12,517,000 for taxes, the net profit for the quarter amounted to $12,568,000. This is an increase of 25 per cent over the profits earned in the first quarter of last year.

"After preferred dividends, the common stock earned 84 cents a share compared with 66 cents in the first quarter of 1954."

Looking ahead, General Sarnoff said that RCA foresees a good volume of business for the year 1955 as a whole. He added:

"We all know from experience, however, that it is not possible to use the results of the first quarter period as the yardstick for the remainder of the year. Nevertheless, based upon the annual progression and rate of our growth in past years, we hope that RCA will, for the first time in its history, achieve the stature of a billion dollar corporation. Our sights are set high and the target for 1955 is one billion dollars in sales of products and services."

TV Accounts for 52%

Television in its numerous phases, such as manufacturing, telecasting and servicing, accounts for about 52 per cent of RCA's business, General Sarnoff stated.

General Sarnoff said that he firmly believes color television will "break through" and be well under way before Christmas of the present year.



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"Love letters to M-G-M's 'Love Me Or Leave Me' a Doris Day-Dream"—WALTER WINCHELL

DORIS DAY as RUTH ETTING ☆ JAMES CAGNEY as "THE GIMP"



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Co-starring **CAMERON MITCHELL** With **ROBERT KEITH** • **TOM TULLY**

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Directed by **CHARLES VIDOR** • Produced by **JOE PASTERNAK**

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National Pre-Selling

"LIFE" has published a counterpart in the magazine field to the Todd-AO process for theatres in a pictorial and text story appearing in their May 2 issue, on Rodgers and Hammerstein's "Oklahoma." The front cover and seven attractive full-color pages are devoted to this new production which was shot simultaneously in CinemaScope for areas not covered by Todd-AO equipped theatres.

"Life" reports, "Though the big scenes are almost overpowering when seen on a huge new curved Todd-AO screen, the spectator nevertheless has a feeling he is in the middle of all the bustle."

•

John O'Hara reports in the current issue of "Collier's" that both James Cagney and Doris Day give splendid performances in the Ruth Etting story, M-G-M's "Love Me or Leave Me." O'Hara also says that he will write the script for the 20th Century-Fox musical based on the careers of the song writing team of De Sylva, Brown and Henderson.

•

Marlon Brando, star of Samuel Goldwyn's "Guys and Dolls," is on the full-color front cover of "Look's" current issue. In the same issue is a profile of the Academy Award winning star which details his career from "A Streetcar Named Desire," to "Guys and Dolls." The profile opens on an editorial spread and continues on three other pages. Joseph Mankiewicz, director of "Guys and Dolls," says, "I like and respect Marlon tremendously. I think he is a bright, serious young man, and infinitely superior to the people who comment on him."

•

A striking color ad on Columbia's "Three for the Show" appears in the May issue of "Seventeen." In the same issue are laudatory reviews on "Marty," "East of Eden," and "Tight Spot."

•

"Woman's Home Companion's" May issue recommends "The End of the Affair," "Blackboard Jungle" and "Day of Triumph" in their "Companion" family-approved movies department.

•

Louella Parsons has selected for the May issue of "Cosmopolitan" her choices of the four outstanding pictures of the month, namely, "Marty," most off-beat film; "Blackboard Jungle," most controversial; "A Man Called Peter," best production, and "Tight Spot," best melodrama.

•

"The Glass Slipper" has been selected the picture of the month for May by "Coronet." This magazine's reviewer reports, "M-G-M has wisely reunited the star, director, writer and producer of last year's 'Lili' and emerged with another winner in 'The Glass Slipper.'"

•

"Blackboard Jungle," "The Purple Plain" and "Three for the Show" are reviewed by Florence Somers in the May issue of "Redbook."

WALTER HAAS

U. A. Global Sales Meetings Open in London



(UP Radio Photo)

The first global series of foreign sales conventions in United Artists history got under way in London yesterday with Arnold M. Picker (standing), vice-president in charge of foreign distribution, presiding at the gathering of company representatives from England, Continental Europe, the Middle East and Africa. Company executives seated on the dais are (left to right): Mo Rothman, Continental division; Charles Smadja, vice-president in charge of European production; vice-president Max E. Youngstein; president Arthur B. Krim; Louis Lober, general manager of the foreign department; Montague C. Morton, managing director in Great Britain, and William J. Smith, secretary of United Artists Corp., Ltd.

Berger, Shor Pessimistic

(*Continued from page* 1)

tives for support, it was apparent from remarks by Benjamin N. Berger, NCA president and chairman of the National Allied Emergency Defense Committee, and Rube Shor of Cincinnati, National Allied president, that they had little faith in the outcome of the meeting.

Berger revealed that the May 24 meeting will be preceded on May 23 in New York by a "strategy" meeting of the eight-man joint Allied-Theatre Owners of America group which first proposed the session two weeks ago in Chicago.

Terming the film companies a "monopoly" and charging that they were "not intelligent or decent enough to use their monopolistic powers wisely," Berger promised the more than 250 exhibitors present that "we will have a change in sales policies by the film companies, whether it is by round-table or by legislation. Pictures will be sold to the exhibitors on their ability to pay."

Rube Shor, speaking briefly, told NCA that "we have reached the crossroads. The meeting on May 24 is the end of the line. This is it. I promise nothing from the meeting. I am not optimistic."

Shor said that he has heard exhibitors express opposition to Federal regulation. "I always ask them, if not Federal regulation, what? You tell me, because I want to know what alternative there is." Shor called for unity among the exhibitors, telling them "you must quit contending with each other. You'd better hang together because if you don't, you'll all be hung separately."

Berger called for an expression of opinion from the floor and a number of exhibitors rose to endorse Federal regulation. There was no opposition to the bill expressed.

At the business session Berger was reelected president of NCA. Other officers include E. L. Peaslee, Stillwater, Minn., vice-president; Burt Parsons, Springfield, Minn., secretary; Henry Greene, Minneapolis, treasurer. Stanley L. Kane continues as executive secretary.

TNT and IATSE

(*Continued from page* 1)

IATSE president, and Nathan L. Halpern, TNT president.

Following several months of negotiations, a one-year contract has been signed by the company and the union. It covers operations in all localities in the United States and Canada where TNT televises closed-circuit programs.

Set Gordon Griffith

MADRID, May 3. — Gordon S. Griffith, European motion picture production executive, today became production manager of Robert Rossen's "Alexander The Great," the United Artists release in CinemaScope and Technicolor.

Variety Clubs Int'l

(*Continued from page* 1)

Variety Clubs International convention here will be devoted to business, with a fashion show in the Cocoanut Grove for the ladies in the afternoon.

Heart and Humanitarian Awards are not to be announced until Saturday evening, by the present plan.

Gov. Goodwin J. Knight today welcomed VCI to California, declaring: "In your service to underprivileged and other unfortunate young people you are rendering a patriotic as well as a splendid humanitarian service. Through programs such as those of VCI boys and girls are given guidance, inspiration and incentive to become constructive, responsible citizens. the work of VCI is effective in reducing of juvenile delinquency."

Universal

(*Continued from page* 1)

an audience potential." The additional money, he pointed out, will be spent in national pre-selling and in local point of sale promotion to provide the greatest possible launching for each individual picture on the company's production slate.

The $1,000,000 additional allocation, Lipton explained, will be reflected in increased appropriations for all advertising media including daily newspapers, television and radio in addition to the increase in national magazine advertising and Sunday supplements which Lipton announced two weeks ago. Describing that increase as further evidence of Universal's confidence in "pre-selling" of its picture, he said, "Universal's pre-selling advertising policy is in accord with what motion picture exhibitors for years have advocated."

Newspaper Budget Up

A 33-1/3 per cent increase is contemplated in the company's newspaper advertising appropriations which have been running approximately 35 per cent of the total advertising budget during the past few years. This increase in newspaper advertising spending will be apportioned among the sub-keys as well as the keys and represents a further affirmation of Universal's belief in the effectiveness of newspaper selling in the secondary situations as well as the keys, Lipton said.

M-G-M Releasing

(*Continued from page* 1)

ican premiere engagement at the Radio City Music Hall tomorrow; "Wizard of Oz," a reprint to be made available in both Technicolor and black-and-white prints; and "The Cobweb," in Eastman color and CinemaScope.

For August, two Eastman color CinemaScope attractions will be made available, the duo headed by "The King's Thief" followed by "The Scarlet Coat."

Republic

(Continued from page 1)

tion drive in the history of the company. All pictures listed, he said, are either shooting or completed. Most of them are in Trucolor by Consolidated.

Leading off the May schedule is "The Eternal Sea," co-starring Sterling Hayden, Alexis Smith and Dean Jagger, which had its world premiere at the RKO Albee Theatre in Providence, followed by a heavy saturation campaign throughout New England.

'Sante Fe' in May

"Santa Fe Passage," co-starring John Payne, Faith Domergue, and Rod Cameron, adventure story based on the "Esquire" Magazine story and novel by Clay Fisher, is also set for May release; as are "I Cover the Underworld" and "Don Juan's Night of Love."

The June program begins with "Road to Denver," co-starring John Payne, Mona Freeman, Lee J. Cobb, in his first picture since his performance in "On the Waterfront."

The second June release is "Flame of the Island," starring Yvonne DeCarlo, and co-starring Howard Duff and Zachary Scott, with Kurt Kasznar, Barbara O'Neil, James Arness, and Frieda Inescort. "The Green Buddha," "City of Shadows" and "Double Jeopardy," complete the June schedule.

'Magic Fire' Scheduled

July will bring what is said to be one of the company's most important pictures of the year, "Magic Fire," a William Dieterle production, in a picturization of the novel by Bertita Harding. Also for July release are "Mystery of the Black Jungle," "Deadline Alley" and "Jaguar."

An August release is "The Last Command," starring Sterling Hayden, Anna Maria Alberghetti, and Richard Carlson. This top-budgeted outdoor drama was filmed on location at Bracketville, Tex., under the direction of associate producer Frank Lloyd. August will also bring "The Divided Heart." Based on a true story which appeared in "Life" Magazine, this is a Michael Balcon production presented by Ealing Studios. "Lay That Rifle Down," a comedy starring Judy Canova, and "Circus Girl," in Trucolor by Consolidated, are the other August releases.

Milland Directing 'Hostage'

September will bring the Ray Milland picture, "The Hostage," which this star is also directing. Another September release is "The Vanishing American," one of the most famous of Zane Grey novels. The production is being directed by associate producer Joe Kane.

The 20th film in the 20-week schedule is "Come Next Spring," starring Steve Cochran, Ann Sheridan, and Sonny Tufts, a Robert Alexander Production.

TESMA Plan

(Continued from page 1)

theatres, in the booth, on the stage, the seating, the decorations, carpeting, etc.

Wile states that exhibitors have expressed interest in the plan and were "sincere enough in this matter to make such escrow agreements." The Ohio Bankers Association hopes to have a sample escrow agreement drawn up by next week, Wile said.

"Daddy Long Legs"

(Continued from page 1)

fully charming romance with Leslie Caron and Fred Astaire starring as the waif and the millionaire playboy, respectively. Despite Miss Caron's fast transition from a French orphan to a chic, sophisticated woman in love with her wealthy benefactor, the warm, appealing Jean Webster story still tugs at the heart. The dance numbers staged by Astaire and the ballets staged by France's Roland Petit are immensely exhilarating and joyful along with Johnny Mercer's and Alex North's musical numbers.

This CinemaScope musical is one of the best of Astaire's career in motion pictures; the graceful master of the dance still retains his freshness that contributes to a relaxed atmosphere of top-notch entertainment. The color by De Luxe production is generous in its song, dance and production numbers with the principals gleefully breaking into them at almost every turn. The sets, costumes and color must also be afforded top recognition for they are intriguingly rich enough to be box office factors in their own right.

The story runs along smoothly. Astaire, while on a State Department mission, sees Miss Caron at an orphanage near Paris after his car breaks down. He is attracted to the pixie-type waif and through the U.S. Ambassador, anonymously arranges for her entry into the U.S. and her enrollment at a girl's college. Miss Caron dubs her unseen guardian as Daddy Long Legs and writes him of her progress in school. Astaire reads her correspondence to "Daddy" and is more attracted. He finally arranges to visit her at the college.

The meeting between the principals is capped by a big song and dancefest in which Astaire and Miss Caron do an exhibition number at the college dance. Miss Caron is smitten with Astaire, not as her benefactor, but as the mature man-about-town. Complications arise in the form of her schoolmate's brother who gives her a big rush. Miss Caron writes once again to Daddy Long Legs asking advice in her affair of the heart. After a series of misunderstandings between Miss Caron and Astaire, they meet again, with the French ballerina suddenly realizing that the song-and-dance man is her benefactor. She runs into his arms and Astaire asks for her hand in marriage, giving the picture a happy ending.

The supporting roles are engagingly filled by Fred Clark, who contributes excellent comedy in his role of Astaire's major domo; by Thelma Ritter, who portrays the millionaire's secretary humorously and warmly, she being Miss Caron's hidden booster, and Terry Moore, who is Miss Caron's school friend. Others in the cast, also turning in excellent characterizations, are Charlotte Austin, Larry Keating, Kathryn Givney, Kelly Brown, Sara Shane and Ray Anthony's Orchestra men who portray themselves.

This CinemaScope musical was produced expertly by Samuel G. Engel and directed by Jean Negulesco from a screenplay by Phoebe and Harry Ephron.

Running time, 126 minutes. General classification. For release in May.

LESTER DINOFF

Brilant Joins Compo For Audience Poll

Robert W. Coyne, special counsel of COMPO, announced that Arthur M. Brilant has been added to the COMPO staff to assist in the preparation of a brochure and press book to be used in connection with the forthcoming national audience award poll. Brilant will work under the direction of Charles E. McCarthy, COMPO information director.

Brilant served for 12 years as manager of the special publicity services department of RKO Radio Pictures under S. Barret McCormick. Since leaving RKO, he has engaged in industrial public relations, conducting special campaigns for the Chrysler Corporation and others.

'Sinbad' Booked Into 448 Theatres

Howard Hughes' "Son of Sinbad" will go into 448 theatres across the country during the first week of June, it was announced yesterday by Walter Branson, RKO's world-wide sales manager. The Superscope-Technicolor production will have its world premiere on May 31 at the Fox Theatre, St. Louis.

"Son of Sinbad" will receive preferred playing time in all its dates, Branson said. Of the 448 engagements, 302 will be for a minimum of seven days, with the remaining 146 dates set for weekend runs, the sales chief announced.

VC Delegates to See 'Daddy Long Legs'

LOS ANGELES, May 3.—Exhibitors representing several thousand theatres in all parts of the country will be the guests of 20th Century-Fox at the charity world premiere of "Daddy Long Legs" in CinemaScope at Grauman's Chinese Theatre here tomorrow evening, it has been announced.

The film company has arranged to bring more than 200 theatremen, who will be in attendance at the Variety Clubs International convention, and their wives to the premiere which will see proceeds turned over to the Saint John Hospital Foundation of Los Angeles.

The exhibitor conclave gets underway Wednesday morning at the Ambassador Hotel with George Hoover, international chief barker, presiding. Meetings will continue through Saturday.

'Command' in Chicago

Paramount's "Strategic Air Command" will start its Chicago engagement today at the Loop Theatre, utilizing horizontal VistaVision projected on a 24 by 54-foot Raytone Hilux screen.

'Stranger' Opening

"Stranger on Horseback" will open its first engagement in the New York area at the Loew's Metropolitan Theatre in Brooklyn here today.

Johnson Will Start Discussions on New French Agreements

Preliminary negotiations for a new French film pact will be inaugurated shortly by G. Griffith Johnson, vice-president of the Motion Picture Export Association, who will leave for Europe today.

Johnson, on the eve of his departure, said he will first visit the Cannes Film Festival, now under way, and then proceed to Paris and Frankfurt, Germany. While in Paris, he said he will confer with French officials, preliminary to the upcoming talks on the new French pact to replace the current agreement which expires at the end of June.

Johnson said he also expects to stop over in London and perhaps other European capitals, depending on the situation in various countries.

Comments on Germany

Commenting on Germany, MPEA representatives here termed the situation "confusing." Other American film company representatives expressed concern over the West Germany government's increasing protectionist attitude. It was pointed out that in Geneva, Bonn government representatives are seeking abrogation of the GATT agreement which promises never to put on a screen quota reserving more than 27 per cent for German-made films. The agreement also promised that if the German Government ever did put on a screen quota it would not at the same time be allowed to restrict.

One foreign manager here also expressed concern over what he called the Bonn Government's growing "belligerence." He said German officials have threatened a stiff dubbing tax on all film imports into Germany if the GATT pact is not abrogated.

The Geneva talks, he continued, are being watched closely but, according to a MPEA representative, no decision is apt to be reached there for some time.

'Daddy Long Legs'

(Continued from page 1)

musical marks the first major entertainment event to be sponsored by the polio-fighting organization since the success of the Salk vaccine was announced.

Spyros P. Skouras, president of 20th-Fox, is donating all proceeds to the March of Dimes national campaign to raise $9,000,000, which has been earmarked for manufacture of the vaccine.

Stars of the entertainment world and notables invited by the film company include Mr. and Mrs. Daniel Salk, parents of the discoverer of the new polio vaccine; Marilyn Monroe, Eve Arden, Gordon MacRae, Teresa Wright, Sylvia Sidney, and a host of others.

Providing a musical salute outside the Roxy Theatre will be the First Army Band.

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Consider the star. The color negative captures her at her brilliant loveliest. Here, time for processing the film is a minor consideration. But in release prints she must be "re-born" in all her original beauty, again and again, at *money-making speed.*

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Problems such as this are being solved by the industry. As a means of co-operating in all areas—especially in film selection, film processing and projection—Kodak maintains the Eastman Technical Service for Motion Picture Film. Branches at strategic centers. Inquiries invited.

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 88 NEW YORK, U. S. A., THURSDAY, MAY 5, 1955 TEN CENTS

Shor, Myers Heard

'Survival' Is Meet-Theme of Iowa-Neb. ITO

Gehring Sends 'Regrets'; Hits Gov't Control Move

Special to THE DAILY

DES MOINES, May 4.—A "fight for survival" was described as the keynote of the three-day convention of Allied Independent Theatre Owners of Iowa-Nebraska which opened here today at the Hotel Savery. Sounding the warning was Leo Wolcott, of Eldora, Allied board chairman.

A scheduled speaker who sent his regrets was William C. Gehring, executive assistant general sales manager of 20th Century-Fox, whose letter stated that he disapproves of Federal regulation and felt obliged to stay away from meetings which endorse this stand. He said that he favors "harmony within the industry"

(*Continued on page* 4)

Hillside Plea Here May 19

The Circuit Court of Appeals will hear arguments on the appeal of the Hillside case on May 19. The Hillside Amusement Co., Hillside, N. J., operating the Mayfair Theatre there, had filed suit against the major companies claiming that it had been charged higher film rentals than those asked of Stanley Warner houses. The plaintiff charged that the Robinson-Patman Act, which prohibits price discrimination on commodities, had been violated by the defendants.

The plaintiff's suit was dismissed in a lower court and an appeal was taken last year.

Says Five New Films Are 'Objectionable'

Five new releases were added to the National Legion of Decency's Class B listing this week. The classification includes pictures deemed to be "morally objectionable in part for all."

The pictures and the Legion's reasons for so classifying them are: "Kiss Me Deadly," United Artists—"tends to glorify taking the law into

(*Continued on page* 5)

Picker Says 40% Of UA Revenue Now from Overseas

From THE DAILY Bureau

LONDON, May 4.—Forty per cent of United Artists' global revenue now comes from the foreign market, it was disclosed here today by Arnold M. Picker, vice-president in charge of foreign distribution, as he addressed 150 executives and representatives at the Savoy Hotel for the second session of UA's international convention.

In underscoring the increasing importance of the foreign market, Picker described the expansion of the company's overseas operations since the Arthur Krim management group took over control early in 1951.

During that period, foreign department personnel increased from 755 to 1,092. New branches activated over the past four years raised the number of overseas offices from 55 to 67. Picker also reported that the number of prints manufactured to service foreign exhibitors had risen from 1,806 in 1951 to more than twice that figure —3,836—in 1954.

The UA overseas distribution chief predicted that, with the concentration

(*Continued on page* 4)

Alden Named Head Of Int'l Projector

Special to THE DAILY

BLOOMFIELD, N. J., May 4.—John L. Alden has been named president of International Projector Corp., it was announced yesterday. Alden, formerly in charge of patent licensing for Western Electric Co., Inc. for the past five years, succeeds R. B. Tompkins, Rear Admiral, U.S.N. (ret.).

Alden had been associated with Western Electric since 1926, during which time he held supervisory positions at the company's New York, Chicago and Kearny plants. Prior to holding this post, he was manager of the telephone equipment division at Kearny.

1st Response to Be Made Public

PARA. SAYS NO TO CONFERENCE BID

Balaban Objects to Discussion of Individual Company Policies at Proposed May 24 Meet

By MURRAY HOROWITZ

Paramount Pictures has rejected the joint exhibition bid to attend the proposed May 24 round-table industry conference, Barney Balaban, president, disclosed here yesterday.

Balaban's announcement, in answer to a query as to Paramount's intentions, was the first official response of any of the film companies to be made public. All company presidents had been invited by Allied States Association and Theatre Owners of America to attend the proposed industry meeting.

In his answer to the Allied-TOA bid, Balaban said his rejection stemmed from the "subjects" sought to be discussed by exhibition leaders, apparently referring to Allied and TOA statements urging a round-table discussion of film rental terms and other trade practices.

Balaban, expressing regrets he could not accept the invitation, went on to say that it was clear by the statements made by exhibitor leaders that subjects proposed for the conference

(*Continued on page* 4)

NT Quarterly Net $734,133

From THE DAILY Bureau

HOLLYWOOD, May 4.—National Theatres' consolidated net income for the quarter ended on March 26 was $734,133, or 27 cents per share, as compared to the $651,468, or 24 cents per share in the corresponding period in 1954, president Elmer C. Rhoden reported to stockholders today.

The consolidated net for the 26 weeks was $1,280,549 or 46 cents per share as compared with last year's

(*Continued on page* 4)

Schlesinger to Make TV Films in Africa

Expansion of the Schlesinger organization in South Africa into commercial television was described here yesterday by John Schlesinger, chairman, who with his associate, A. E. Harmel, has been in Hollywood and New York for the past four weeks.

Schlesinger said he has completed arrangements for the production in South Africa of a series of half-hour films for television exhibition in the United States. The films will be directed by Jerry Mayer, will star

(*Continued on page* 4)

'Forewarned Is Forearmed'

The "New York Times," a vigorous champion of freedom of expression in all media, in an editorial yesterday had this to say about New York State legislation on comic books:

> **. . . The Governor resolved his doubts on the bills to regulate comic books by signing two and vetoing two. The unconscionable filth still visible in these books, even after the vaunted self-censorship of the industry, invited state measures to protect youth that would never have been condoned save in the face of such abuse of the right to print. . . .**

Acquiescence by "The Times" to the regulatory measure appears as a departure from policy occasioned by the increasing seriousness of the problems of juvenile delinquency.

New Allied Unit in Ky.

Special to THE DAILY

LOUISVILLE, Ky., May 4.—A new exhibitor organization which will be affiliated with Allied States Association is in the process of being formed here. An initial meeting will be held here on May 17.

Representatives of national Allied are reported to be planning to attend. Among them are Ruben Shor, president; Abram F. Myers, the general counsel; Trueman Rembusch and Bill

(*Continued on page* 4)

Decca Quarterly Net Rises 28%

The consolidated net earnings of Decca, Inc., for the three months ended March 31, 1955, including the company's share of undistributed earnings of its subsidiary, Universal Pictures, amounted to $816,339, equal to 50 cents per share on 1,602,501 out-

(*Continued on page* 4)

Personal Mention

SAMUEL PINANSKI, president of American Theatres Corp., Boston, is visiting in San Diego, Cal.

•

ALFRED CROWN, Allied Artists vice-president and special assistant to STEVE BRODY, AA president, left here yesterday for Europe aboard the "Queen Elizabeth."

•

ARTHUR C. BROMBERG, president of Allied Artists Southern Exchanges, Atlanta, has returned to his home in Bayou La Batre, Ala., following a trip to New York.

•

LEWIS ALLEN, director, has arrived in New York with MRS. ALLEN from Hollywood, and will leave here tomorrow aboard the "Mauretania" for England.

•

SAUL J. ULLMAN, Fabian division manager in Albany, N. Y., has become a grandfather again with the birth of a son to his daughter-in-law, MRS. H. SIMON ULLMAN.

•

BEN FISH, executive with Samuel Goldwyn Prods., left New York yesterday for London via B.O.A.C. Monarch.

•

WALTER LOWENDAHL, Transfilm executive vice-president, will leave here today for Europe.

•

MORRIS ROSENTHAL, manager of Loew's Poli, New Haven, has returned there following hospitalization.

•

R. V. GRABER, Allied Artists special representative, has left New York for Atlanta.

•

DEBBIE REYNOLDS has returned to Hollywood following a visit to England.

•

SAM GALANTY, Columbia Pictures division manager, has returned to Washington from Cincinnati.

'Daddy' Bow Tonight A 'Dimes' Benefit

The world premiere of 20th Century-Fox's "Daddy Long Legs" at the Roxy Theatre here tonight will be preceded by the appearance of Helen Hayes on the stage to thank the members of the audience for their contributions to the March of Dimes, to which will be donated the proceeds of the night's performance.

A distinguished first-night audience will welcome the musical adaptation of Jean Webster's novel, produced by Samuel G. Engel in CinemaScope and directed by Jean Negulesco.

The opening ceremonies will be seen on television from 8:30 to 8:55 P.M. over WPIX and will be covered on the Mutual radio network.

'Creature' to Globe

Universal-International's "Revenge of the Creature," will have its New York premiere at the Globe Theatre on Tuesday.

Boston Mayor OK's 'Toned Down' 'Line'

BOSTON, May 4.—Following a special screening of the "toned-down" version of RKO's "French Line" before the Commissioner of Public Safety, Mayor Hynes of Boston and other public officials, the mayor cleared the film for showing in Boston theatres. The changes made were only in the Jane Russell dance sequence with long shots used instead of the closeups in the original version.

Attorneys for RKO, Hale & Dorr of Boston, have not as yet heard whether the toned-down version is acceptable to Commissioner of Public Safety Otis M. Whitney, whose opinion is expected within a day or two.

The mayor of Lynn who banned the showing of the original film in his city was not present at the screening, although he was mentioned as a defendant in the suit by RKO. Should the latter two defendants go along with the new version of "French Line," thus clearing it for Sunday showings in the commonwealth and for showings in the city of Lynn, the case would be completed.

Mass. High Court Hears Censor Case

BOSTON, May 4.—Attorney Felix J. Bilgrey of New York today presented oral arguments challenging the constitutionality of the Sunday "blue law" before the Supreme Judicial Court of Massachusetts on behalf of Times Film Corp.

The court action was based on a petition of certiorari brought by Times Film to correct "substantial errors of law" in the Commissioner's refusal to approve two foreign films, "One Summer of Happiness" and "The Game of Love" for Sunday exhibition.

Enlarging on the points made in their previously submitted brief, Bilgrey today contended that the "Sunday law" is in contravention of the first and fourteenth amendments to the United States Constitution.

Bilgrey declared that the statute "should be struck down as it permits the Commissioner (of Public Safety) in his sole judgment, to prescribe orthodoxies. Censorship in any form," he said, "under any name or guise, offends our highest law, and it does equal injustice to the highest moral concepts of free men."

Goldwyn Reissuing 'Wuthering Heights'

James A. Mulvey, president of Samuel Goldwyn Productions, Inc., has announced the general re-release of "Wuthering Heights" in 32 exchange cities through state rights distributors.

The film has completed a three-week test engagement at the Dupont Theatre in Washington. Key city engagements are now being negotiated by Robert Mochrie, Goldwyn sales vice-president. Already set are the Plaza Theatre, New York, May 11; Astor Theatre, Boston, May 13; Rialto Theatre, Atlanta, May 20 or 27; and Esquire Theatre, Dallas, May 20 or 27.

Hit Dodgers Plan For TV Coverage

The Father Duffy Post of the Catholic War Veterans has registered opposition to the Brooklyn Dodgers proposed adoption of subscription television during the 1956 baseball season, if toll TV becomes a reality, the Committee Against Pay-As-You-See TV announced here yesterday.

The Dodgers' president, Walter O'Malley, announced that he envisioned a 50-cent charge for every set that was tuned into a Brooklyn game next year, providing that the Federal Communications Commission approves toll TV.

Wire Sent O'Malley

In a telegram yesterday to O'Malley, Theodore Moran, past commander of the Father Duffy Post, stated: "Am amazed to read today that Brooklyn Dodgers games next year will cost 50 cents to see on television. Have you forgotten your loyal Dodger fans among hospitalized veterans in Greater New York area who can not afford this charge for entertainment they always received free? What happens to thousands of Lucky Strikes sent to hospitals? Our post hopes you'll reconsider your decision which we sincerely believe is based on incomplete consideration of good will and public service involved."

A television official reportedly estimates that at 50 cents, the Dodgers would clear as much as $50,000 a game even if the telecasts on subscription television were unsponsored.

UA to Distribute Title Bout Film

Motion pictures of the heavyweight championship bout between Rocky Marciano and Don Cockell, which takes place on May 16 in San Francisco, will be distributed by United Artists, it was learned here yesterday.

The films of the title bout will be produced by the International Boxing Club, the organization which shot pictures of Marciano's two past title defenses for United Artists distribution.

Allison Joins NTS Kansas City Office

KANSAS CITY, May 4.—W. M. (Bill) Allison, formerly sales engineer for National Theatre Supply Co.'s Oklahoma City branch has joined National's sales force here. He started in the industry as an MGM salesman out of the Denver branch and joined NTS in Oklahoma City after his discharge from the U.S. Navy following World War II, although for the last three-and-a-half years he has been city manager for the J. C. Parker circuit in Delhart, Tex.

AA Dividend Set

HOLLYWOOD, May 4.—The Allied Artists board of directors today voted a quarterly dividend of 13¾ cents per share on the company's 5½% cumulative convertible preferred stock, payable June 15 to holders of record on June 3.

News Roundup

Safety Award to Pete Smith

Pete Smith, M-G-M producer of the Pete Smith specialties, has received word in Hollywood from the National Safety Council that his one-reel subject, "Safe at Home," will be awarded a bronze plaque as "one of the most important contributions to greater safety for the American people produced during 1954." Presentation will be made at the National Safety Congress film session Oct. 18 in the grand ballroom of the Hilton Hotel, Chicago. The winning film will be shown at that time.

■

Montreal Project

Plans for the construction of a huge hotel, stores, office buildings, etc., surrounding the Canadian National Railway station in the heart of Montreal in a multi-million-dollar project by the Canadian Government-owned railroad will include one or more theatres.

■

Building Atlanta Drive-in

Atlanta's largest drive-in theatre is now under construction on U. S. Highway 41, and will be ready to open in approximately 45-days. The theatre is being constructed by the Georgia Theatre Co. of Atlanta.

John H. Stembler, president, said the theatre will accommodate more than 1,000 cars and will have CinemaScope screen 120 feet wide and 70 feet high.

■

Close Portland House

The Century Theatre, Portland, Ore., has closed. A number of theatre policies and prices were tried, but with only meager results. This takes another 300 seats off the downtown Portland houses.

■

To Rebuild Drive-in

The Cherokee Drive-in at Jefferson City, Tenn., which was almost completely destroyed by a recent tornado, will be rebuilt immediately in time for summer operations.

Hoover in the Chair As V.C. Meet Opens

HOLLYWOOD, May 4.—George Hoover, international chief barker of Variety Clubs International, presided today at two business sessions in which all international officers gave their annual reports. Topics discussed during sessions included participation in the maintenance of the Will Rogers Hospital at Saranac Lake.

The Coca-Cola Co. will be host to delegates tomorrow night at the Moulin Rouge Restaurant. Pepsi-Cola will entertain the registrants on Friday night at the pool side, Ambassador Hotel.

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FROM BATTLEMENT TO BOUDOIR . . .
FROM BRAWL TO LOVERS' TRYST

he blazed a reckless path!

Men knew his fury
and women—his lips,
but none knew the name,
or the secret, of the
man who held a
nation at bay!



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Universal-International presents

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COLLEEN MILLER



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GEORGE DOLENZ · JOHN HOYT · MYRNA HANSEN

Directed by BRUCE HUMBERSTONE · Screenplay by OSCAR BRODNEY · Produced by HOWARD CHRISTIE

Universal International

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Iowa-Neb.

(Continued from page 1)

without governmental interference.

Wolcott, who said there are too few quality pictures, prints and too many percentage pictures, warned the 75 exhibitors present that they'll lose their theatres and their future unless they can get their fair share of the profits from the distributors.

Wolcott, in a report covering business for the past year, said the distributors had taken all of the increase which resulted from the tax reduction, leaving nothing for the exhibitor. "It seems to me," he said, "that the distributor is determined to put the theatreman out of business."

Shor Wants Regulation

Other speakers at the first session included Rube Shor, president of National Allied, who discussed Federal regulation and indicated that he is convinced that Congress can be of help to the exhibitor just as it was in the tax elimination case, and Abram F. Myers, general counsel, who discussed pay-as-you-see TV.

Tribute was paid two deceased members: Tom Arthur of Mason City and Clifford Niles of Anamosa.

Tomorrow's program will include two business sessions and all-industry banquet. Officers will be elected and resolutions offered.

Friday will feature an M-G-M ticket-selling workshop.

New Allied Unit

(Continued from page 1)

Carroll of Indiana Allied, and Robert Wile, executive secretary of the Independent Theatre Owners of Ohio.

The sponsoring committee of the proposed new unit consists of J. M. Reiss, Louis Arru, E. L. Ornstein, all of Louisville, and Robert Enoch, Elizabethtown.

Decca Net

(Continued from page 1)

standing capital stock shares. On March 31, Decca owned 718,585 shares of Universal common representing 71 per cent of Universal's outstanding stock.

The 1955 first quarter earnings were 28 per cent higher than the net of the corresponding 1954 period.

To Present Awards

HOLLYWOOD, May 4. — The "Woman's Home Companion" will present its 11th annual awards to motion picture and television reader-poll winners May 17 in the Beverly Hills Hotel here.

Small Picks 'Mobsters'

"The Mobsters" will be the title of Edward Small's new motion picture production formerly called "The Brass Ring," United Artists announced.

For a GOOD TRAILER IN DOUBLE-QUICK TIME...
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Covers 547 Theatres

More Distributors Eye Houston as Branch Site

Special to THE DAILY

HOUSTON, May 4.—Plans for making Houston a key distribution city are shaping up here. Two companies—Columbia and 20th Century-Fox—have established exchanges and four others are reported to be preparing to set up offices. Columbia has been operating here since Jan. 1 and the 20th-Fox branch is slated to start before July 1.

Thomas Murray, manager of exchange operations for Universal, has been here looking over locations and is reported to have had the authority to act for three other distributors. They are Paramount, Warner Brothers and M-G-M. Two of the companies, it is said, already have signed leases.

Covers Large Area

According to Jim Hudgens, Columbia office manager, the Houston territory takes in the area south of a line from Del Rio, in Southwest Texas, to a few miles north of Austin in a northeasterly direction above Bryan, Nacadoches and Pleasant Hill to the Louisiana line, with 547 active theatres in this area, of which 439 are Columbia "possibilities," it was said. This is 40 per cent of what the Dallas exchange formerly served.

Report Exhibitors Pleased

Exhibitors in the Houston territory are reported to be happy about the possibility of Houston becoming a major exchange center. When asked if better service could be expected, Ray Hay, manager of the Metropolitan Theatre, said: "That's like asking someone who works in Houston if he'd rather live here or have to commute back and forth from Dallas."

"We'll save hundreds of dollars a year in trucking fees alone," said Homer McCallum, manager of Loew's State.

BOT to Establish Experimental Lab.

Box Office Television, Inc., will shortly open an experimental television studio laboratory to facilitate agency-client coordination of TV commercial production, it was announced by William P. Rosensohn, BOTV president. He added that negotiations have been under way for several months with advertising agencies whose reactions have been "most encouraging."

The new service, which will be available to a limited number of subscribers on a yearly contract basis, will consist of fully equipped studio space, film channels, cameras, editing equipment, lights, scenic pieces, and BOTV technicians and specialists.

Omnifilms Formed By Noel Meadow

Formation of Omnifilms, Inc., for the acquisition of foreign films for United States release was announced by Noel Meadow. As president of the new firm, Meadow stated that the first production on the roster will be "El," a film of the director, Luis Bunuel. An early premiere is planned.

"El" will be released in the U. S. with English titles as "The Noose and the Needle." The picture was produced in Mexico by Oscar Dancigers, producer of John Steinbeck's "The Pearl," "The Young and the Damned" and "Robinson Crusoe." The latter two productions were directed by Bunuel.

Mitchum Film to U.A.

United Artists has completed arrangements to finance and release "Foreign Intrigue," starring Robert Mitchum in an all new feature-length version of the television show created by Sheldon Reynolds, who will write, produce and direct the theatrical release in color, it was announced by Robert S. Benjamin, chairman of the board of United Artists.

Conn. Optimism; Seek More Theatres

HARTFORD, May 4. — Current downbeat talk notwithstanding, two Connecticut theatre operators have their sights on expansion.

Bernie Menschell and John Calvocoressci, operators of the Star, Hartford; Plainfield, Plainfield; and Manchester Drive-In, Bolton Notch, disclosed today that they are in the market for additional theatre properties.

"We're looking around for more theatres now, both hardtop and drive-in varieties," said their statement. "The movie business is going to boom again, we're sure of that. People are tiring of television and the low grade movies they use. They're starting to come back to the theatres and before long things will pick up considerably."

'Largest' Drive-in Opens in Mid-June

HARTFORD, May 4.—The 2,070-car capacity drive-in theatre being built in the North Meadows section of this city by Meadows Drive-In Theatre Corp. for Smith Management Corp. of Boston, will be ready for operation by June 15, according to Bernard E. Francis, Meadows counsel.

Cost of construction is estimated over the $600,000 mark. The drive-in is believed to be the largest in the world. The builders will install some 800 in-car heaters for use in cooler weather. First runs are planned.

Portland Equipment Firm is Purchased

PORTLAND, Ore., May 4.—Interstate Theatre Equipment Co. here has been acquired by John D. Peterson, for the past five years branch manager for Modern Theatre Supply, Inc.

Interstate was formerly owned by Frank Becker, who has retired after 32 years in the theatre equipment business.

Picker

(Continued from page 1)

of product brought to the United Artists release roster through the recent series of production deals, gains in foreign grosses during the coming year could well outstrip the progress made in the previous four years.

In the opening-day keynote address president Arthur B. Krim declared that independent production is today a supreme factor in film-making throughout the world. The success of United Artists in attracting the top performing and creative talents for multiple-picture deals, he stated, has spurred all major studios to compete in the independent production field.

Company's First Such Series

The London convention, a seven-day session bringing together United Artists representatives from 20 countries, launches the first world-wide series of foreign sales conclaves in the company's 36-year history.

Schlesinger

(Continued from page 1)

Kevin McCarthy and will be produced in association with Eddie Dukoff of Hollywood.

Schlesinger also revealed his organization has acquired an interest in commercial television in the United Kingdom in a company known as Incorporated Television Programs, Ltd.

In explaining recent negotiations with Spyros Skouras, Schlesinger said his organization would build four or five theatres in South Africa, mainly replacements, where Fox pictures will be shown exclusively.

Schlesinger and Harmel will leave here today for London and Africa.

Para. Says No

(Continued from page 1)

are matters which are individual company policies.

The Paramount president stated, however, that "our doors" are always open to discussion with any exhibitor, based on facts. He added that Paramount has had such discussions with exhibitors in the past and, in the future, he stated, Paramount will continue to discuss exhibitor problems and grant relief when merited.

Balaban's reply, dated May 2, was sent to Allied president Rube Shor in Cincinnati.

NT Net

(Continued from page 1)

$1,307,050 or 47 cents per share, Rhoden said. The gross income for the half year was up four per cent, but attendance was down eight per cent, the circuit head stated.

Rhoden stated that the "release of stronger attractions and the diminishing television audience in the summer" are grounds enough for an optimistic outlook, and added that the company hopes to move into the drive-in field, which it has been unable to do, under the consent decree, until terms had been completely complied with.

'Magic' May 16

"Green Magic," IFE's color adventure documentary will have its American premiere at the Little Carnegie Theatre here on May 16.

People

Gerry Collins, publicist for Loew's Toronto theatres, will handle publicity of Loew's Theatre, London, Ont., as an added chore.

¤

Richard A. Mancini, vice-president and art director of Lennen & Newell, advertising agency, has been named senior vice-president and administrative art director of the organization.

¤

Jonathan Dunham, formerly of the Walt Disney Studios, Hollywood, and more recently director of television sales for the Southern California TV Film Studios, has been named general manager of production for Associated Screen News, Ltd., Montreal.

¤

Dan Daniels of Sangaree, Fla., has been appointed manager of the Ritz Theatre, Bartow, Fla.

¤

Cletus Benton and **Hoyt Fair** are the new owners of the Cleveland Drive-in, Cleveland, Tenn., having purchased it from **Walter Morris.**

¤

Paul Slayer, manager of the Durfee Theatre, Fall River, Mass., is recuperating from a major operation at the Union Hospital.

¤

William Lawrence, West Coast film producer-director, has been named manager of programs and production for the NBC film division. He will headquarter in New York.

¤

Peter Papayanokos, owner of the Rialto Theatre, Potsdam, N. Y., is building a 500-car drive-in between that village and Massena.

New Consolidated Lab. Bows in Fall

The new film processing plant of Consolidated Film Industries, a subsidiary of Republic Pictures, to be located in midtown Manhattan, will go into operation early this fall, it was announced here yesterday by Albert A. Duryea, in charge of the company's East Coast operations.

Duryea, also resident manager of the company's Fort Lee plant, said the plant would have a weekly capacity of more than 1,000,000 feet of 16mm. or 35mm. printing, as well as 500,000 feet of sound-track negative or printing. He said that Consolidated's expansion was prompted by the steadily increasing need for laboratory facilities to meet the growing demands of TV producers, stations and networks, as well as producers of industrial films. It was added that upon completion, the new plant would absorb the personnel of Major Film Laboratories, another Republic subsidiary. It will be headed by Arthur Howard, resident manager, who has been associated with Consolidated since 1917, and has headed Major since its inception in 1949

Church Services in Upstate Drive-ins

Special to THE DAILY

ALBANY, May 4.—The first regularly conducted drive-in church services in the Tri-City area were held the past week in the Menands Drive-in, Albany-Troy Rd.—under the direction of Rev. Dr. J. Raymond Attman, pastor of Sixth Ave. Baptist Church in Troy.

Use of the outdoor theatre has been donated by Joseph Miller, proprictor and former Columbia Pictures branch manager here. Its sound equipment, with car speakers, is employed for the sermon—delivered from a pulpit erected in front of the screen.

A similar plan is followed from June to September at Jules Perlmutter's Fort George Drive-in, Lake George, where Rev. Gary E. German, pastor of a Glens Falls Lutheran church, has charge. Oneonta and North Syracuse are among other upstate communities where Sunday a.m. services in drive-ins are held.

'Brotherhood' Awards To Managers Monday

Theatre managers who achieved outstanding records in securing contributions for the Amusement Division of the National Conference in the annual Brotherhood Week campaign last February will be presented with U. S. Savings Bonds at a luncheon in the Waldorf-Astoria here next Monday.

J. Robert Rubin, general chairman of the division, will be host at the luncheon. John H. Harris of Pittsburgh is national chairman of the division for 1955.

Garcia in Havana For Allied Artists

HAVANA, May 4.—Antonio Garcia has been appointed Allied Artists representative in Cuba, succeeding A. J. Pedrinan, resigned. Garcia will serve as liaison with Cinematografica Pelimex, S. A. (formerly known as Continental Films, S. A.).

Five Films

(*Continued from page* 1)

one's own hands . . . contains excessive brutality and suggestiveness in costuming, dialogue and situations."

"The Prodigal," M-G-M—"contains grossly suggestive costuming and situations as well as excessive brutality."

"Prize of Gold," Columbia—"tends to condone immoral actions; excessive brutality."

"Robbers' Roost," United Artists—"suggestive sequence."

"Terror in the Night," Columbia—"excessive brutality."

Free TV Trailers

As part of its program of utilizing TV to pre-sell theatrical release of its CinemaScope productions, 20th Century-Fox is making available free to exhibitors a set of five TV trailers on "Violent Saturday." It is composed of four different, 20-second trailers plus one 60-second trailer.

"O thou of little faith wherefore didst thou have any doubt?"

AFTER midnight of May 25, 1955, no contract or request for contract will be considered in THE MAKELIM PLAN.

CONTRACTS, requests for contracts, or those returned for correction, under THE MAKELIN PLAN, mailed before midnight of May 25, 1955, will be considered.

3,529 EXHIBITORS (close to 25% of all the exhibitors in the country) have joined and pledged in one body, to play and pay for, to exploit and promote MAKELIM PICTURES, one a month. Clean—powerful—entertaining stories that will bring a tear, a smile, or a thrill. No filth—no smut—no epics—just good, clean pictures. Good for the 10-year-old, the teen-ager, the parents, and the grandparents.

I HUMBLY bow my head in thankful prayer for the patience, support, and confidence of 154 of the finest and biggest circuits of theatres in America who have signed to THE MAKELIM PLAN.

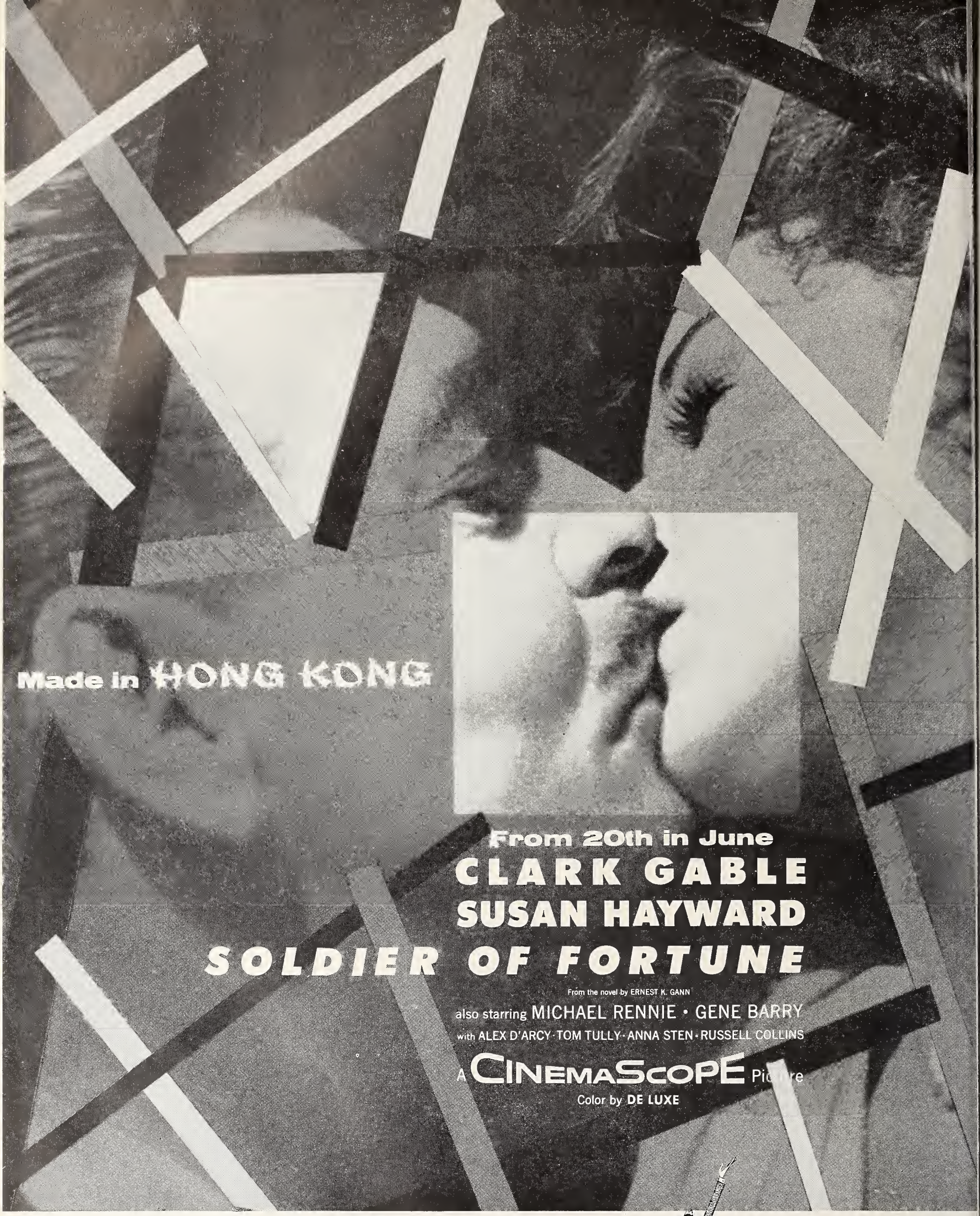
TO the thousands of reliable and trustworthy independent exhibitors from coast to coast who have all signed to THE MAKELIM PLAN—and to those exhibitor organizations whose verbal support helped so much—my sincere thanks. I am truly grateful.

SO that all who join THE MAKELIM PLAN will have done so on an equal basis—stories, casts, and starting dates will be announced after the closing date.

PATIENCE *is* a great virtue, and I am thankful and grateful to the many thousands who have expressed it to me so abundantly.

Hal R. Makelim

9336 Washington Boulevard, Culver City, California



Produced by BUDDY ADLER · Directed by EDWARD DMYTRYK · Screen Play by ERNEST K. GANN



"It's a pleasure to do business with 2

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 89 NEW YORK, U. S. A., FRIDAY, MAY 6, 1955 TEN CENTS

21st Annual Event

Quigley Award To Williams, Wyatt, Hastings

Denver, Charleston and England Represented

Fifty-six top executives of circuit and distribution advertising and publicity departments have selected the winners of the 21st annual Quigley Grand Awards for showmanship. The three honored showmen for 1955 are W. T. Hastings, manager of the RKO Orpheum Theatre, Denver, who took the top prize for theatres in large situations; William Wyatt, manager of



W. T. Hastings

(*Continued on page* 8)

TV Plans to Form MPAA-Type Of Organization

Distributors and producers of motion pictures for television are considering the formation of an association which will have a similar industry function as that of the Motion Picture Association of America, it was learned here yesterday.

The association's primary mission would be to aid in the standardization of the television film industry and would not concern itself with trade practices, sales policies or price setting, it was said.

A number of prominent independent

(*Continued on page* 8)

Legion Gives 'C' Rating to 'Sinbad'

Characterizing it as an incitement to juvenile delinquency, the National Legion of Decency announced here yesterday that it had placed the Howard Hughes-RKO production, "Son of Sinbad," in its "C" or condemned classification.

In explaining the reason for the

(*Continued on page* 8)

Variety Clubs Int'l Spent $3,500,000 for Child-Aid in '54

From THE DAILY Bureau

HOLLYWOOD May 5.—Members of Variety Clubs International spent $3,500,000 in aiding underprivileged children during 1954, it was revealed to VCI 19th annual convention delegates today in a "Heart" report prepared by Nathan D. Golden and read by Morton Gerber, his representative during his absence in Europe. The report disclosed that more than 400,000 individuals were benefiting directly by welfare work done by VCI's individual tents, with uncounted thousands of others benefiting indirectly, the report said, and added, "since inception of Variety Clubs in 1928, approximately $33,000,000 for charitable endeavors has been spent throughout the world where Variety Clubs are located."

The Golden report then named cities throughout the country separately, stating the nature of the charitable projects supported by clubs in each, and pointed out that VCI has plans

(*Continued on page* 8)

Loew's Turns Down Bid

CONFERENCE PLAN DEMISE FORECAST

Schenck Maintains M-G-M's Sales Policies Should Not Be Discussed with Competitors

Loew's-M-G-M has turned down exhibition's bid to attend an industry round-table conference, it was learned here yesterday, leaving prospects for convening the proposed May 24 conference very dim.

Disclosure of Loew's-M-G-M's position came in the wake of the announced rejection by Barney Balaban, Paramount Pictures president.

Another factor pointing to the demise of the conference plan is the feeling at 20th Century-Fox, conveyed by a top company executive, is that the time is not propitious for such a meeting, as proposed jointly by Allied States Association and Theatre Owners of America.

With threats and charges currently stemming from the "exhibition camp," the 20th-Fox spokesman contended that a meeting at this time would not be fruitful, although such a meeting may be profitably pursued at some later date. Twentieth-Fox president Spyros P. Skouras could not be reached for comment, however.

The sentiments voiced by Balaban

(*Continued on page* 6)

Columbia's 39-Week Net Is $3,655,000

Columbia Pictures' net profit after taxes for the 39-week period ended on March 26 was $3,655,000 or $4.37 per share as compared to the $2,664,000 or $3.12 per share earned in 1954, president Harry Cohn informed stockholders yesterday. This is reported to be a record for the company.

Cohn revealed that the $991,000 in-

(*Continued on page* 8)

Editorial in 'America' Cites Martin Quigley

Titled "Forty Years Work Improving Films," the following editorial tribute to Martin Quigley appeared in "America," national Catholic weekly review edited by the Jesuit Fathers:

Forty years devoted to upholding moral and artistic standards in the field of entertainment bulk up to no small achievement. It would seem that in this fallen world the arts of entertainment hide within themselves the seed of decline and decay. Their inevitable tendency is to slide downhill, to appeal to the lower tastes and desires. They must constantly be checked and governed and recalled to the ideals that first inspired them.

The man who would uphold artistic and moral standards will often find himself bucking popular opinion. He will find himself unpopular and labeled a reactionary in the entertainment field he is trying to save from its own worst instincts.

Martin Quigley, editor of the "Motion Picture Herald," the Motion Picture Daily and other magazines devoted to the film industry, this year celebrates his fortieth anniversary of service in the cause of entertainment betterment. Notable among his contributions was the role he played in the adoption and enforcement of the Motion Picture Production Code. Despite the carping of critics, the code, on the admission of the motion picture producers themselves, has improved the moral and artistic tone of the films.

To Martin Quigley our sincere congratulations. We will be looking forward to the June 11 issue of the Motion Picture Herald, which will contain articles commemorating the fortieth anniversary of his devotion and the twenty-fifth anniversary of the code.

May both long flourish among us.

Lichtman Says He'd Arbitrate Rentals of Accounts Up to $50

From THE DAILY Bureau

HOLLYWOOD, May 5.—Al Lichtman, 20th Century-Fox vice-president and director of distribution, who stressed that he was "speaking solely for myself," today told the trade press at a studio news conference called "to express my views pertaining to the recent controversy between exhibition and distribution" that "I propose for small accounts, those paying $50 film rental or less, that we agree to arbitrate those film rentals, or any

(*Continued on page* 6)

Brackett Resigning Academy Presidency

From THE DAILY Bureau

HOLLYWOOD, May 5. — Producer-writer Charles Brackett today resigned the presidency of the Academy of Motion Picture Arts and Sciences which he has held for the past six years. In a letter to Academy executive secretary Mrs. Margaret

(*Continued on page* 8)

Personal Mention

ARTHUR B. KRIM, president of United Artists, will return to New York tomorrow from London.

•

JOSEPH BISDALE, assistant to OSCAR A. MORGAN, Paramount short subject and newsreel sales manager, will be married tomorrow to INES PASSARELLA, of the Army and Air Force Motion Picture Service, at Holy Rosary Church, the Bronx.

•

DAVID A. LIPTON, Universal Pictures vice-president, and CHARLES SIMONELLI, Eastern advertising and publicity department manager, will leave here today for the Coast.

•

SEYMOUR MAYER, Far East supervisor for Loew's International Corp., has returned to New York from Japan.

•

MARVIN LEVY, handling TV and radio for M-G-M, is the father of a son born yesterday to MRS. LEVY at Doctors' Hospital.

•

JAMES A. MULVEY, president of Samuel Goldwyn Productions, will leave here late next week for Europe.

•

IRVING MACK, president of Filmack Corp., will arrive here on Monday from Chicago.

•

DON SHARPE, producer, will leave here tomorrow for London via B.O.A.C. Monarch.

•

HAROLD HECHT, of Hecht-Lancaster Productions, will leave New York today for Europe.

•

SAX ROHMER, author, will leave New York today for Europe aboard the "Mauretania."

•

RICHARD TODD will leave here Monday for England via B.O.A.C. Monarch.

Sales Heads Back Audience Poll

The sales managers committee here yesterday pledged support of the projected Audience Awards campaign to be sponsored by the Council of Motion Picture Organizations.

The meeting of the sales managers was attended by COMPO special counsel Robert W. Coyne and Charles C. McCarthy, director of information of COMPO. Both outlined the audience poll plan, receiving a promise of cooperation from the sales managers.

Members of the committee agreed to furnish COMPO with a list of pictures to be released from Oct. 1 to March 31, the first period of the audience poll, in addition to the male and female leads and five new male and female personalities. This list, according to the previous announced plan, will be submitted to exhibitors throughout the country for the polling of patrons which is to begin for that period on June 1.

MUCHNIC SEES 2,500 PERSPECTA INSTALLATIONS ABROAD BY JAN.

By LESTER DINOFF

Highly optimistic about the foreign business of Loew's International Corp. this year despite fixed ceilings on admission ticket prices and the devaluation of currency in certain nations, George Muchnic, vice-president of the MGM foreign organization, foresees some 2,500 theatres outside the domestic market being equipped with Perspecta Sound equipment by Jan. 1.



George Muchnic

Muchnic, while revealing that at present there are over 1,500 Perspecta integrators installed and operating in foreign theatres, said that Loew's International business has "been generally good and holding up." The earnings of the company during the first quarter of 1955 are "ahead of the comparable period of last year," he said.

With Perspecta sound a little over a year old, Muchnic disclosed that the single optical sound track, which is recorded up to 8,500 cycles, has received an excellent welcome in Italian theatres. "The results of Perspecta sound in Italy have been so successful that I would not be surprised to see Perspecta integrators in all of Italy's theatres in another year," Muchnic stated.

"Our five or six licensees in Italy, and licensees in other foreign countries such as Great Britain, France, Spain, Belgium and Holland, are selling Perspecta units as fast as they are manufactured, he declared.

Perspecta sound is so well liked by Italians that a number of Italian producers are utilizing the medium in their productions for the native market," Muchnic said.

Progress Slow in Germany

The single optical sound track has been uniformly successful throughout the territories in the Far East, Muchnic said. Commenting on Perspecta sound in other foreign markets, the Loew's International vice-president said that "sales of Perspecta sound integrators have been making little headway in Germany."

Muchnic also reaffirmed the company policy on MGM CinemaScope films of being available without magnetic sound prints, only optical, in the foreign market while domestic and Canadian exhibitors have MGM prints two ways — magnetic and Perspecta track.

Ohio Juvenile Labor Law Unchanged

COLUMBUS, O., May 5.—Amendment to Senate Bill No. 208, which would have permitted boys and girls over 16 to work in theatres as ushers and cashiers until 10:30 P.M., was eliminated from the bill which has been approved by the Senate Commerce and Labor Committee.

The sub-committee, considering the amendment, decided that it opened the way to other exceptions. Members also were concerned with the hazards to girls working in exposed drive-in box offices. It was pointed out that girls are not permitted to work in stores after 9 P. M. Representatives of several other industries, dissatisfied with the 9 P. M. restriction, said that if theatres were permitted to employ minors until 10:30 P. M., they would demand the same right.

Passage Seen Likely

If the bill passes both houses of the legislature, as seems likely, the law will be the same as at present. Boys over 16 may work until 9 P. M. Girls over 18 may work until 9 P. M. but girls under 18 may not work after 6 P. M.

MGM Acquires 'Money'

M-G-M will distribute the Woolfe Brothers production of "Not For the Money" which will be made in England with Bob Hope and Katharine Hepburn in the lead roles, it was announced by Arthur Loew, president of Loew's International Corp.

'Cinerama Holiday' In Chicago June 15

CHICAGO, May 5. — "Cinerama Holiday" will open at Eitel's Palace here on June 15. Douglas Helgeson, managing director of the Chicago Cinerama Corp., stated that 1,750,000 people have seen "This Is Cinerama" since its opening at the Palace in July, 1953. Boxoffice receipts to date amount to $3,500,000.

The opening of "Cinerama Holiday" will be a benefit given by Otto K. Eitel, president of the Bismarck Hotel Corp. and the Palace Theatre. The Peacock Camp for Crippled Children will receive the proceeds, just as it did when the original Cinerama production opened here.

Craft Workers Wage Increased in March

HOLLYWOOD, May 5. — Craft workers in the studios averaged $126.95 per week for a 42.6-hour work week during March, the California Division of Industrial Relations disclosed here in a monthly statement.

The average weekly wage during February was $121.89 for a 41.6-hour week, the state bureau said.

U-I to Reissue 2 Films

Universal-International has decided to reissue as a package "City Across the River" and "Girls in the Night," it was announced yesterday by Charles J. Feldman, vice-president and general sales manager.

RCMH 'Slipper' Gross Is $925,000

M-G-M's CinemaScope production of "The Glass Slipper" and the Easter stage show, which just completed a six-week engagement at the Radio City Music Hall, grossed $925,000 during the run at the nation's showcase, the film company said here yesterday.

The six-week grossing figure was boosted by the Easter week business when the Music Hall stage show and picture set a new world's record of $201,000 during the holiday period.

Youngstein Says UA To Finance 98 Films Within Next 3 Years

From THE DAILY Bureau

LONDON, May 5.—United Artists has increased its independent film production commitments for the next three years from 90 to 98 pictures, it was announced here today by vice-president Max E. Youngstein at the third session of UA's international sales convention.

Charles Smadja, vice-president in charge of European production, told the gathering that the company plans to make pictures in every major European country during the next three years, with a number of these films being made on a co-production basis under projected agreements with foreign organizations.

In some situations, Smadja stated, it is planned to produce pictures in both English and foreign language versions.

Describes Company Policy

Youngstein, in discussing the UA policy of investing or guaranteeing from 90 to 100 per cent of the production cost of its releases, said that a major portion of the film rentals during the coming year will be allocated to finance new productions.

The company's ability to continue the expansion of the past four years was directly related to the success of its current product in the world market, Youngstein declared.

The decision to invest in film production, the UA executive said, was reached two years ago when it became clear that UA's goal of competing with other industry organizations could not be achieved as long as the company operated exclusively as a distribution outlet.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"INTERRUPTED MELODY"
in CINEMASCOPE and COLOR starring
Glenn FORD • Eleanor PARKER
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

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Telemeter to File Answers to FCC Queries on June 9

Telemeter, on June 9, will file its answers to the questions posed by the Federal Communications Commission on the toll TV issue, it was disclosed by Paul MacNamara, Telemter vice-president, before his departure from here to the Coast.

The brief, MacNamara added, is being handled by the Washington law firm of Arnold, Fortas and Porter.

MacNamara said that from eight to 12 exhibitors, "some of whom are pretty important," have expressed an interest in Telemeter franchises.

Claims a 'Large Circuit'

Among those who volunteered an interest is a representative of "one of the largest circuits in the country," MacNamara added. He declined to name the exhibitors or the circuits interested, explaining that they would not care to be identified in the face of the organized exhibition opposition to toll TV.

Telemeter, which is 80 per cent owned by Paramount Pictures, has pursued a policy of inviting exhibitor participation, MacNamara continued. However, he went on, Telemeter cannot grant any franchises until the Federal Communications Commission rules on toll TV. He called upon exhibitors to "get aboard" the toll TV bandwagon, contending that the realization of toll TV is "inevitable."

Booklet Being Prepared

A brochure spelling out exhibition's possible role with Telemeter will be ready early in the summer for distribution, MacNamara stated. The Telemeter executive belittled the efforts of the joint anti-toll TV committee. He contended that the committee has helped to bring the issue before the public, arguing that the step has resulted in leaving the public with a favorable impression of toll TV as a medium.

Polio Fund Benefits As 'Long Legs' Bows

A capacity audience of 6,000 persons, paying from $5 to $100 for tickets, last night viewed the world premiere of 20th Century-Fox's "Daddy Long Legs" at the Roxy Theatre here in a benefit performance for the March of Dimes. The elaborate opening marked the first theatrical function sponsored by the March of Dimes since the announcement of the success of the Salk polio vaccine. Proceeds will aid the organization's emergency fund-raising campaign which seeks to collect $9,000,000.

Among the many luminaries drawn from the entertainment, political, civic and social worlds in attendance were Mr. and Mrs. Daniel Salk, parents of the discoverer of the new polio vaccine, Spyros P. Skouras, Helen Hayes, Ilka Chase, Giselle McKenzie, Robert Q. Lewis, Thelma Ritter, Margaret Hayes, Roxanne, Arnold Stang, Red Buttons, Audrey Meadows, Jayne Meadows, Robin Chandler, Bess Myerson, Jack Carter, Toni Arden, Joanne Woodward, Monica Lewis, Metropolitan Opera star Dolores Wilson, basketball star Toni Lavelli, Rita Gam, Betty and Jane Kean, Sid Caesar, Eve Arden, Sylvia Sidney and Nannette Fabray.

Ceremonies preceding the opening were covered by both TV and radio.

Travel Short in V'Vision Impresses

Paramount's new VistaVision short in color by Technicolor, "VistaVision Visits Mexico," affords further illustration of the ability of the process to reproduce vast scenic expanses and intimate closeups with equal fidelity.

As being shown on the "world's largest theatre screen" and with the new double-frame, horizontal projection method at the Paramount Theatre here on the same program with "Strategic Air Command," the James A. Fitzpatrick two-reeler offers several shots which put VistaVision's ability to achieve clarity and definition for unusual distances to the utmost test. Such shots take in some of Mexico's most famous snow-covered volcanic peaks at distances up to 80 miles. The results are visually remarkable, the peaks in the extreme perspective being clearly defined, and their color beautifully clear.

A pictorial treat in itself, the 17-minute subject is a worthy program companion for Paramount's widely acclaimed "Strategic Air Command."

S. K.

'Itch' Here June 3

The world premiere of the film version of George Axelrod's Broadway comedy, "The Seven Year Itch," starring Marilyn Monroe and Tom Ewell, has been scheduled for Loew's State Theatre here on June 3.

Scotch Exhibitors In Bid to Reade

From THE DAILY Bureau

LONDON, May 5.—The Scottish branch of the Cinematograph Exhibitor's Association has invited Walter Reade, Theatre Owners of America board chairman, to meet exhibitors in Glasgow during his British visit.

As already reported, Reade will meet CEA's general council here next Wednesday.

The Union Internationale de l'Exploitation Cinematographique in Paris has postponed its April meeting until May 25. CEA's general secretary, W. R. Fuller, and treasurer, E. J. Hinge, will attend this meeting.

CinemaScope and the availability of alternative ratio prints will be prominent items for discussion at that time.

Peiser to Handle Magna Coast Ads

HOLLYWOOD, May 5.—Appointment of Seymour Peiser as West Coast advertising, publicity and exploitation representative for Magna Theatre Corp., distributors of Rodgers & Hammerstein's "Oklahoma!" produced in Todd-AO, was announced by Nicholas John Matsoukas, national director of advertising, publicity and exploitation.

Peiser is vice-president of Western Advertising Agency. For 11 years, Peiser held the post of advertising and publicity director of the Fox West Coast Theatres, an affiliate of National Theatres.

Allied Artists Seeks Shareholders' Okay For Stock Purchases

The board of directors of Allied Artists will seek stockholder approval from the company's stockholders to give AA executives and key employees the right of stock purchases at current market terms, George D. Burrows, executive vice-president and treasurer, said here yesterday.

Burrows stated that the board, which discussed the plan earlier this week at a meeting here, will ask for stockholder approval at the annual meeting of Allied Artists in November or at a special stockholder meet which may be called shortly.

The AA executive and member of the board said that the company releasing program of 35 pictures for 1955 may be supplemented by product from other independent and foreign producers. Harold J. Mirisch, AA executive producer, has just left for Europe to delve into the possibility of setting such deals, Burrows said.

Commenting on Allied Artists' plan to invest $25,000,000 in production of 37 or 38 films during a 12 to 18 month period, Burrows stated that some of that money currently is in use on the William Wyler and John Huston productions which AA will distribute.

New Goldwyn, Jr., Title

"The Town Tamer" is the new title of the Samuel Goldwyn, Jr., film for United Artists release, formerly called "The Dead Peacemaker."



THANKS TO SOL SCHWARTZ AND THE ENTIRE RKO THEATRE ORGANIZATION IN MAKING THE WORLD PREMIERE OF THE THE ETERNAL SEA IN PROVIDENCE THE MIGHTIEST THIS CITY HAS EVER KNOWN AND A GREAT BIG 21 GUN SALUTE TO THE 250 NEW ENGLAND SHOWMEN WHO HAVE BUILT UP TOP GROSSES FOR THE PICTURE'S FIRST DATES IN THE COUNTRY.

FLASH!

Boston—'ETERNAL SEA' SOCK $21,500
Providence— 'SEA' SMASH 14 G
reports VARIETY



MR. S. A. SCHWARTZ, PRESIDENT OF RKO THEATRES GREETS FAMOUS ADMIRAL WILLIAM F. HALSEY AT THE WORLD PREMIERE OF THE ETERNAL SEA.

HERBERT J. YATES presents

THE ETERNAL SEA

starring STERLING HAYDEN · ALEXIS SMITH · DEAN JAGGER

with BEN COOPER · VIRGINIA GREY · RICHARD CRANE

Screen Play by ALLEN RIVKIN · Story by WILLIAM WISTER HAINES · Associate Producer-Director JOHN H. AUER

A REPUBLIC PRODUCTION

Conference

(Continued from page 1)

in his message to Allied president Rube Shor is shared by Nicholas M. Schenck, president of Loew's-M-G-M, it was learned. Other company presidents also appear to share the view that trade practices and film rentals are not proper points for discussion at an industry conference, indicating additional rejections.

In his reply to Shor, rejecting his attendance at the proposed May 24 New York meeting, Schenck maintained that M-G-M's sales policies and trade practices should not be the subject for discussion with its competitors. The Loew's-M-G-M president said he felt that it was best for matters of trade problems to be taken up with Charles Reagan, general sales manager, and that Schenck would be glad to join in the discussions if his participation could be helpful.

Stresses Customer Relations

Schenck went on to say that the company's customer relations always have been of first importance to M-G-M whose "open door" policy is well-known. Schenck stated that he did not believe that an industry round-table conference is suited for a consideration of the relations between M-G-M and its customers.

Iowa-Neb. ITO "Reluctantly' Would Approve Federal Control

DES MOINES, May 5. — Allied Independent Theatre Owners of Iowa and Nebraska, meeting here in convention, today gave reluctant consent to the plan for Federal regulation of the industry, but they stipulated that their backing would come only if all other efforts fail.

Ask Reconsideration

The 75 members at the meeting approved a resolution which, first, asked the film companies to reconsider their refusal to attend the May 24 industry conference, then pledged support to Allied States in its efforts to secure relief at such a meeting, and finally, agreed to back Allied on a Federal regulation bill should such a step prove necessary as a last resort.

Lichtman, on Rental Arbitration

(Continued from page 1)

other subject that may be controversial between distributor and exhibitor with such accounts."

Lichtman specifically declared he was not speaking as co-chairman of the Council of Motion Picture Organizations or as chairman of the arbitration committee of distributors.

He said, "This statement may startle some of my colleagues, but I urge them to think it over and come to my way of thinking."

Cites Production Costs

In introductory remarks he had traced the rise in production costs, the decrease in the number of pictures, and declared, "Pictures are now an attraction business," and it is now possible in 4,500 theatres and big drive-ins to earn from 85 to 90 per cent of the total film rental on first class motion pictures. The balance comes from double that number of theatres, so that it behooves all distributors to take care of the little fellow and keep him in business to the utmost of our ability."

Lichtman said that although he had suggested the round table meeting in good faith, the legal departments of the major companies had counselled against it, citing previous experiences. Said Lichtman:

"Fortunately, the big exhibitor is doing all right. It is possible for him to gross more money with top pictures in big situations than ever before and he does not need the same treatment I am advocating for the little fellow."

'Sincere,' Says O'Donnell

Learning of Lichtman's statement, Robert J. O'Donnell, Interstate Theatres circuit head, told MOTION PICTURE DAILY:

"This is another indication that Lichtman is very sincere and is devoting a great deal of thought to a most serious problem, which is arbitration of film rentals. In selecting small exhibitors, this is certainly a step in the right direction, but I cannot altogether agree that he is correct in confining it to $50 accounts. Personally I don't need arbitration of film terms in my situations, but I do need appreciation of my problems involved in the terrific increase in film rentals. There seems to be no consideration for allowing a margin of profit on big pictures to take care of medium attractions."

Ben Berger, new president of North Central Allied and chairman Allied's Emergency Defense Committee for the purpose of seeking Government regulation of film rentals and/or relief in any other direction, to MOTION PICTURE DAILY said:

Calls It 'Ridiculous'

"Lichtman's proposal is ridiculous, since more than 90 per cent of the smaller exhibitors or last runs that pay 50 per cent for film rentals are paying in excess of 50 dollars. Consequently the 50-dollar yard stick is of no practical value and will not answer the problem facing us."

Berger suggested that theatres grossing under one thousand dollars per week should be able to buy all film on a flat basis; and that a "sliding scale" of terms in houses that play percentage should have a reasonable base figure at a low percentage which can be increased five per cent per unit of volume receipts until it has reached a 50 per cent ceiling with no "retroactivity."

Wants Presidents' Attention

He also expressed a desire for a basis of incentive to spend more advertising dollars in achieving greater grosses, and saw no reason why company presidents could not convene on the round-table proposal to hear gripes. He expressed a willingness to enter into an arbitration agreement for at least 18 months in which time "bugs" might be brought to the surface.

Both O'Donnell and Berger were here for the convention of Variety Clubs International.



'Daddy Long Legs' in Gala Premiere

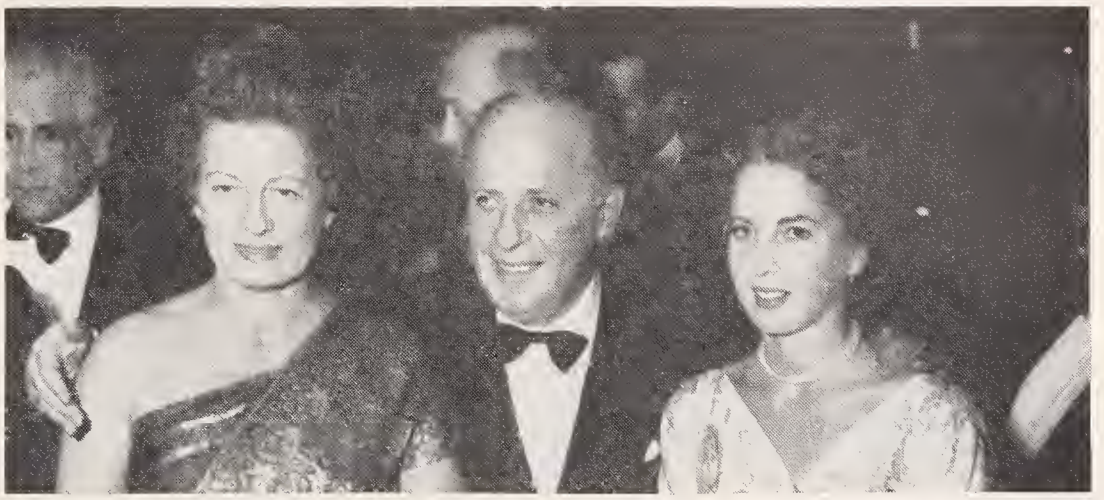




Pictured last night at the Roxy Theatre premiere of 20th Century-Fox's CinemaScope feature, "Daddy Long Legs," are, in the photo to the left, l. to r., Charles Einfeld, vice-president of Fox; Mrs. Erwin Dorfman, Erwin Dorfman, tennis star; Mrs. Joseph Moran (film star Thelma Ritter) and Joseph Moran. Above: Mrs. Robert R. Young and Robert R. Young, chairman of the board of the New York Central Railroad.



Mrs. Spyros P. Skouras and Spyros P. Skouras, president of 20th Century-Fox.



Mrs. Murray Silverstone, left, is here shown with Murray Silverstone, president of Fox's International Corp., and daughter Susan.



TV star Roxanne, who is top cast with Marilyn Monroe and Tom Ewell in "The Seven-Year Itch."



From left to right, above, are Margaret Egan, of the March of Dimes; Sarah Bell, Mary Van Riper and Dr. Van Riper, medical director of the National Foundation for Infantile Paralysis.

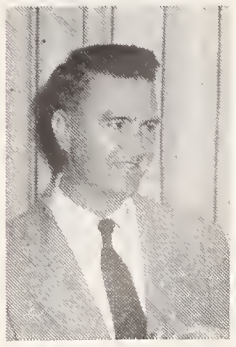
(*Advt.*)

Awards

(Continued from page 1)

Stanley Warner's Virginian Theatre, Charleston, W. Va., smaller situations, and David B. Williams, manager of the Gaumont Theatre, Preston, England, winner of the Overseas Award.

Each of the grand prize winners has been in the quarterly competitions, but this is the first time that any of them has captured the highest honors in the annual event sponsored by "Motion Picture Herald's" Managers Round Table.



William Wyatt

Hastings is noted in Denver for his public relations work and his efforts for community betterment. W ' was the winner last fall in the Stanley Warner showmanship contest in the Pittsburgh zone.

Two Honorable Mentions

In addition to naming Williams as the Overseas Award winner the judges gave two honorable mentions for this Award. They are: Fernand Bourland, publicity director for RKO Pictures in Brussels, and Vieri Nicoli, publicity director for Paramount in Rome.

Williams was manager of the Gaumont in Preston when he executed the campaign which won for him, but his skill in showmanship has since brought him an appointment as manager in charge of trainees at the Rank circuit's Managers' Training School in London.

The judges examined approximately 100 campaigns, representing the best of those submitted during the year by showmen all over the country to the Managers Round Table.

Cite Dodgers as Toll TV 'Prey'

President Walter O'Malley, of the Brooklyn Dodgers, was said to have torn "the mask" off "the pious claims" of pay-as-you-see TV proponents, in a statement issued here yesterday by co-chairman Trueman T. Rembusch and Alfred Starr of Organizations for Free-TV.

Rembusch and Starr referred to O'Malley's declared intention of charging 50 cents per game for TV viewing, if the Federal Communications Commission approves toll TV.

The co-chairmen charged that "it is now crystal clear that each and every TV program that is now delivering a satisfactory audience will be the unwilling prey of the coin-box brigade." They went on to refer to the announced toll TV intentions of Madison Square Garden.

Meanwhile it was announced that Faye Emerson will join Starr on NBC-TV Sunday (4:15 to 4:30 P.M. EDT) in a discussion of the "Case Against Pay-As-You-See TV." The anti-toll TV sentiments will be heard and seen following a 15-minute pro-toll TV film presentation offered by Zenith Radio Corp.

AB-PT Considering Record Subsidiary

American Broadcasting-Paramount Theatres, Inc., is seriously considering the acquisition of a music record company as a subsidiary organization, according to a spokesman for the circuit.

If AB-PT cannot negotiate the sale of a music record company now in operation, the organization may set up its own recording company and label, the executive stated.

Columbia Net

(Continued from page 1)

crease in net profit was attributed to an adjustment of the prior year's Federal taxes as Columbia's net profit before income taxes during the 39-week period was $5,990,000 as compared to the 1954 figure of $6,296,000, a decrease of $306,000.

The estimated Federal, State and Foreign taxes during the 39-week period, Cohn said, totaled $2,335,000 as compared to the $3,632,000 figure for the comparable period last year. The earnings per share of common stock after preferred stock dividends, for both the currrent year and the prior year, are based on the 793,365 shares which were outstanding on March 26, Cohn said.

MPAA-Type Group

(Continued from page 1)

TV film producers and distributors have been meeting privately during the past months and it is expected that the organization of a TV film industry association will be announced shortly.

Reuben Kaufman, president of Guild Films, declared in late February at a luncheon meeting of the National Television Film Council, that unless the films-for-television industry comes to a full realization as to the urgent need for closer cooperation among its different branches, there is a danger that TV producing companies may be replaced by "other show business organizations."

Sees Bright Film Future

Kaufman stated that films for TV as an industry had grown up and is here to stay because it is economically sound. "The future holds a great promise of more television entertainment being tied up in films, but we must unite on the basic principles and standards of operations," the Guild president told the NTFC.

Legion Rating

(Continued from page 1)

action, the Legion issued the following statement:

"This film, in its character and treatment, is a serious affront to Christian and traditional standards of morality and decency because of its blatant and continuing violation of the virtue of purity. Throughout, it contains grossly salacious dances and indecent costuming. This picture is a challenge to decent standards of theatrical entertainment and as an incitement to juvenile delinquency, it is especially dangerous to the moral welfare of youth."

Variety Clubs

(Continued from page 1)

"for the future enlargement of these objectives and for adoption of new programs to meet the needs of communities where tents are located. Through these accomplishments these showmen are truly living up to their slogan, 'Heart of Show Business.'"

The Heart Committee, composed of trade paper publishers and editors, will convene tomorrow morning to hear Heart reports from individual tents, and select the annual winner of the Heart Award, which will be announced at the Humanitarian Dinner Saturday night.

New York, Las Vegas Compete

The Saturday business session will include pitches by various cities for selection as site for next year's convention. Most active campaigners for next year's convention, so far, are New York, represented by Jack Hoffberg, Martin Levine, Arvid Kantor and Ed Lachman, who already have obtained temporary reservation of the Waldorf Astoria for convention purposes, and Las Vegas, which has set up hospitality headquarters at the Ambassador with Gene Murphy extolling the resort own's recreational facilities for conventioneers.

The Saturday morning business session will include selection of officers for the coming year, and at noon delegates will attend a memorial service at the Saint Sophia Greek Orthodox Cathedral for the late Charles P. Skouras.

New Hospital Drive Procedure

On Wednesday night VCI chief barker George C. Hoover stated that hereafter individual tents, rather than VCI, will deal directly with the directors of the Will Rogers Hospital at Saranac Lake. Hoover said:

"International officers of Variety are not a fund-raising group. We are merely an administration unit functioning only to coordinate charitable efforts of various tents throughout the world . . . in years to come, with individual tents assisting in each community's Christmas salute, the progress of the Will Rogers Hospital should be even greater."

Brackett Retiring

(Continued from page 1)

Herrick, Brackett said he was "touched and pleased" to learn that his name had again been placed in nomination but "I don't want to run." He went on, "to be president of the Academy is a flattering and invigorating experience. I've had it for the last six years and enjoyed every minute of it. Now the time has come for it to go to someone else." He concluded, "The fact that I am currently producing four pictures may have something to do with this renunciatory gesture."

Academy officers are elected for a one-year term.

WOMPI Chapter Formed in Charlotte

CHARLOTTE, N. C., May 5.—A chapter of the Women of the Motion Picture Industry has been formed here.

Mrs. Myrtle Parker, of the Paramount exchange, is president. She and other officers will be installed at a banquet meeting on May 24.

WARNER BROS. TRADE SHOWING MAY 18TH

RANDOLPH SCOTT
"Tall Man Riding"
COLOR BY WARNERCOLOR

ALSO STARRING
DOROTHY MALONE — THAT BATTLE CRY GIRL! — PEGGIE CASTLE

SCREEN PLAY BY JOSEPH HOFFMAN PRODUCED BY DAVID WEISBART DIRECTED BY LESLEY SELANDER

ALBANY
20th Century-Fox Screening Room
1052 Bway. • 12:30 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
20th Century-Fox Screening Room
105 Bway. • 2:00 P.M.

BUFFALO
Paramount Screen Room
464 Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. • 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
20th Century-Fox Screening Room
1300 High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 3:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 Liberty St. • 2:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:00 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Star Sc. Rm.
925 N. W. 19th Ave. • 2:00 P.M.

SALT LAKE CITY
20th Century-Fox Screening Room
316 East 1st South • 1:00 P.M.

SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Modern Theatre
2400 Third Ave. • 10:30 A.M.

ST. LOUIS
Sirenco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 7:30 P.M.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 90 NEW YORK, U.S.A., MONDAY, MAY 9, 1955 TEN CENTS

Disputes Lay Unit

Defense Dept. Units Apart on Agnew Report

Sees No Way to Save on Filming, Photography

From THE DAILY Bureau

WASHINGTON, May 8.—The Army, Navy and Air Force are in complete disagreement with a study made last year by a civilian committee suggesting ways by which the three services could save $17,000,000 a year on their motion picture and photographic programs, it was learned over the week-end.

After analyzing the civilian committee's report and making intensive surveys of their own operations, the services have reported they can find no place where they can cut their motion picture and photographic program to save any money at all. In effect, one spokesman said, "the services are challenging the report."

The committee study was initiated about a year and a half ago, at the

(*Continued on page 7*)

Ende Is Appointed Controller of UA

Joseph Ende has been appointed controller of United Artists Corp. Formerly assistant controller of UA, Ende has been associated with the motion picture industry since 1939. He joined United Artists in 1951,

(*Continued on page 6*)

Pittsburgh Tent Wins 'Heart-of-Variety'

HOLLYWOOD, May 8. — Pittsburgh Variety Club, Tent No. 1, 27 years after its founding, won its first Variety Clubs International Heart-of-Variety Award at the convention here Friday. Its 638 members spent $401,000 for charity in 1954.

Honorable mention went to Minneapolis and Las Vegas.

SIMPP Seeks Separate Pact With Italians

By MURRAY HOROWITZ

Negotiations looking toward a separate Italian film pact for members of the Society of Independent Motion Picture Producers have been inaugurated by Ellis G. Arnall, SIMPP president.



Ellis Arnall

Arnall, making the announcement here at the weekend, said he had been conferring for the past week with Dr. Renato Gualino, representing ANICO, who is in New York. Arnall went on to say that some "areas of agreement"

(*Continued on page 6*)

Ruben Shor Declares

PARLEY REJECTIONS SPUR GOV'T RELIEF

Allied's President Sees 'No Alternative' Despite 'Some Acceptances' to Parley

The apparent collapse of the project whereby all the presidents of distribution companies would meet jointly with a committee representing Theatre Owners of America and Allied States Association will spur Allied's move for government action to achieve relief, Ruben Shor, Allied president, said at the weekend. There have been "some acceptances" to the parley, Shor said, but the rejections leave no alternative but to press harder for government intervention, Shor indicated.

"In fact," he added, "we are losing no time in our preparation of the case. We have never stopped."

Commenting on the personal proposal by Al Lichtman, director of distribution for 20th Century-Fox, that film rentals up to $50 might be arbitrated, Shor said that "those gents in New York should know what they have to do to help the small exhibitor." The Allied president said that Lichtman never before had mentioned arbitration of rentals of any kind. It was learned here at the weekend that a similar proposal was introduced at the luncheon meeting of presidents on April 29 here by 20th Century-Fox

(*Continued on page 6*)

Humanitarian Award for '55 To Churchill

From THE DAILY Bureau

HOLLYWOOD, May 8.—Sir Winston Churchill was named recipient of Variety Clubs International annual Humanitarian Award by a committee composed of 100 newspaper editors and publishers, Humanitarian Award committee chairman George Eby disclosed last night at a banquet which brought to a close the 19th national convention of Variety Clubs International, which was held at the Ambassador Hotel, Los Angeles.

Eby, in announcing the award at the Ambassador Hotel here, said: "In recognition of his lifelong devotion to liberty of man, his everlasting vigil in safeguarding democracy and his zealous dedication to furtherance of world peace, it is with deep pride to add to the distinguished roster of humanitarians the name of Sir Winston Churchill."

Anti-Toll TV Film in Work

From THE DAILY Bureau

WASHINGTON, May 8. — The motion picture industry is in the process of making a film trailer to give its side of the subscription TV fight.

This was revealed by Marcus Cohn, attorney for the exhibitors committee against toll-TV. He made a talk last Wednesday before a joint meeting of

(*Continued on page 6*)

Para. Stockholders Meeting on June 7

The annual meeting of the stockholders of Paramount Pictures will be held on June 7 at the company's home office to elect a board of directors and to transact other business, Barney Balaban, president, announced in a notice to stockholders.

Holders of Paramount stock will be

(*Continued on page 7*)

Majority of Mail to FCC Still Favors Subscription TV

Congresswoman Suggests 'Pilots'

By J. A. OTTEN

WASHINGTON, May 8.—Rep. Bolton (R. O.) has written the Federal Communications Commission urging early authorization for "a few pilot demonstrations" of toll television.

In a letter to FCC chairman McConnaughey, Mrs. Bolton said she had been hearing from constituents on the subject of subscription television—"that its authorization would enable many of the small TV stations which are now in critical financial difficulties to obtain supplementary sources of revenue; that it would provide cultural, educational and entertainment programs not readily available on existing sponsored programs; that it would be particularly beneficial to our rural people who do not have access to the legitimate theatre, the opera and first-run motion pictures."

Mrs. Bolton went on to say that "from my limited study of the problem, I cannot but believe that the introduction of subscription TV would be in the public interest."

"It seems to me," she wrote the FCC, "that it is only proper and in conformity with our historic, economic traditions to allow the proponents of subscription television an opportunity to demonstrate its utility. The consuming public will be quick to accept or reject the idea. If the idea is good, it will be accepted. If it has no public acceptance, the idea will collapse. The only financial losses will be those of the proponents.

"I should very much hope that the Commission will see fit under appropriate safeguards to allow at an early date a few pilot demonstrations. I believe we can all benefit from having some actual experience on which to formulate our definitive judgments as to the public value of this promis-

(*Continued on page 7*)

Personal Mention

MORT BLUMENSTOCK, Warner Brothers vice-president in charge of advertising-publicity, returned to the Coast over the weekend from New York.

•

FRANK MURPHY, Loew's Theatres division manager in Cleveland, is en route with MRS. MURPHY aboard the "America" to Ireland.

•

PATRICIA ANN MOCLAIR, daughter of WILLIAM J. MOCLAIR, managing director of the Roxy Theatre here, was married to JOHN MICHAEL DUNPHY.

•

FRANCIS M. WINIKUS, United Artists director of advertising-publicity, will return to New York today from Paris.

•

LEON J. ROTH, United Artists West Coast publicity coordinator, will arrive in New York today from Hollywood.

•

CORINNE CALVET and her husband, JEFFREY STONE will return to New York from Europe today aboard the "United States."

•

ARTHUR M. LOEW, president of Loew's International Corp., left New York over the weekend for Hollywood.

•

EMERY AUSTIN, M-G-M exploitation manager, has returned to New York from Minneapolis.

•

SOL HUROK, producer, has returned to New York from London via B.O.A.C. Monarch.

•

GLORIA SWANSON left New York Saturday aboard the "Cristoforo Colombo" for Italy.

•

BORIS JANKOLOVICS, Paramount manager in Belgium, is scheduled to arrive here today from Brussels.

•

R. E. WARN, Westrex Corp. vice-president, has left here for Tokyo.

Zide and Pollard Buy Cleve. Exchange

CLEVELAND, May 8.—Imperial Pictures, Cleveland's only independent exchange which has been operated by Mrs. Bernie Rubin since the death of her husband last December, has been sold to Jack Zide, owner of Allied Film Exchange in Detroit and Irwin Pollard, former Cleveland Republic branch manager and more recently United Artists salesman in Detroit. The sale became effective immediately upon conclusion of contract arrangements.

Irwin Pollard will be in charge of the exchange and will move to Cleveland as soon as living quarters are available. Betty Bluffestone remains as booking manager.

Radio, Film People Meet at White House On Red Escapee Aid

From THE DAILY Bureau

WASHINGTON, May 8.—President Dwight D. Eisenhower at the weekend met with leaders of the "Operation Brotherhood" campaign which is raising funds in the United States for emergency aid to almost a million escapees from Communist North Vietnam.

Representatives of broadcasting and motion pictures came to the White House to discuss with the President the plans for an appeal to the American public on the eve of the May 16 deadline when the port of Haiphong, the last escape outlet in the Communist-held half of Vietnam is to be closed under the terms of the Indochina truce agreement.

Estimate 1,000,000 Victims

President Eisenhower has urged that all Americans support Operation Brotherhood which is seeking to care for approximately 1,000,000 anti-Communist refugees. Among the leaders attending the White House meeting were: Earl H. Gammons, vice-president, C.B.S.; Walter E. Branson, world-wide sales director, RKO; General Carl Spaatz, former head of United States Air Force; Leo Cherne, chairman, International Rescue Committee; Gordon Hicks, executive vice-president, United States Junior Chamber of Commerce; Horace E. Henderson, vice-president, United States Junior Chamber of Commerce; Julian Goodman, vice-president, NBC; Ralph W. Hardy, vice-president, National Association Radio and Television Broadcasters; General William J. Donovan, former head of O.S.S.; Orville Crouch, Loew's Theatres; Jerome Baker, RKO Theatres; Ira Sichelman, 20th Century-Fox, and John Horton, Universal-International.

Para. Reveals New Short Subject List

Fifty-two one-reel subjects, five VistaVision two-reelers in Technicolor and 104 issues of Paramount News will make up the Paramount Pictures short subjects release schedule for the 1955-56 season, Oscar A. Morgan, the department's sales manager, disclosed at the weekend.

Forty of the coming year's 52 one-reelers will be cartoons, and 36 of the cartoons will be in Technicolor.

UA Plans Record Ad Budget Abroad

LONDON, May 8. — A record United Artists overseas promotional budget for the coming year, topping the biggest previous foreign allocation by 20 per cent, was announced here by Arnold M. Picker, vice-president in charge of foreign distribution, at the fourth session of UA's international convention.

The increased allocation for advertising, publicity and exploitation in every foreign area follows the recent upping of United Artists' domestic promotional expenditure to an annual high of $6,000,000.

In addressing the gathering, Picker forecast the largest foreign gross in the company's history for the coming year.

Stressing the fact that overseas film rentals are representing a progressively bigger percentage of the industry's global revenue, the UA foreign chief detailed the foreign gains made by the company since the present management team assumed control in 1951. In that period the company's foreign revenue increased from $6,000,000 to better than $16,000,000 in 1954.

Students Protest Banning of Negroes

BALTIMORE, May 8.—Approximately 250 students from Morgan State College and about 50 from the Johns Hopkins University, demonstrated for the second time within a week at the Northwood Theatre where Negro patrons are not admitted.

A rotating line about seven storefronts long persisted peacefully on their plea for recognition but John Wyatt, theatre manager, was equally persistent in his answers to the Negroes in the group: "No Admittance."

The theatre now displays a sign stating "Until the Allied Motion Picture Theatre Owners of Maryland, of which this theatre is a member, and the courts of Maryland advise otherwise, this theatre reserves the right to restrict its patronage."

S.A.G. and Du Mont Sign TV-Film Pact

HOLLYWOOD, May 8. — The Screen Actors Guild and the Du Mont television network have signed a collective bargaining agreement covering actors, singers and announcers in filmed television, SAG has announced. The agreement covers films made with Du Mont's new "electronicam."

Trailers, First, TV Last in Ad Media Results for Small Situation, N.T. Finds

LOS ANGELES, May 8.—Television advertising isn't effective for station. National Theatres' house organ, "The Showman," reports its research division learned that from Harold Burnett, manager of the Fox Granada, Mt. Vernon, Ill. He used a questionnaire during the run of "Bad Day at Black Rock" to find out if the St. Louis TV campaign on the picture had helped him. He received 842 answers to the question, what form of advertising brought them to the theatre. They were as follows:

Trailers, 312; local newspaper, 224; local radio station, 111; word of mouth, 85; national magazines, 56; other advertising, 33; television, 21.

Two Groups Act

Seek to Block Maryland Tax On Film Rental

From THE DAILY Bureau

WASHINGTON, May 8.—Washington and Maryland theatre owner associations are planning to go to court to block the levying of the two per cent Maryland sales tax on film rentals.

This was disclosed by A. Julian Brylawski, head of the Metropolitan Theatre Owners of Washington. He said the decision was taken at a recent joint meeting of his group and the Motion Picture Theatre Owners of Maryland.

The exhibitors claim film rentals were inadvertently made subject to the tax and that the Maryland legislature never intended this when it passed a bill in the closing days of this year's session to broaden the application of the tax. They want a court injunction against the collection of the tax on film rentals until the legislature meets next year and has a chance to exempt film rentals from the tax.

11th-Hour Action

In its last hours, the legislature approved a bill — later signed by the governor — broadening the scope of the state sales tax to cover rental purchases. The bill was aimed at the leasing of business machines and heavy equipment, but was drawn so broadly that it has now been interpreted to include film rentals. Brylawski said the exhibitors have had conferences with the author of the bill and with other key legislators and they all agreed they had not had film rentals in mind when the bill was passed. Accordingly, the exhibitors have agreed to retain an attorney and attempt to get an injunction against applying the tax to film rentals.

Hub Okays Revised Version of 'Line'

BOSTON, May 8.—Otis M. Whitney, Commissioner of Public Safety, has given his approval to the "toned-down" version of RKO's "French Line," thus passing it for Sunday showings throughout the Commonwealth.

With the mayor of Boston also passing the new version earlier this week for theatres in Boston, the city of Lynn remains to be heard from. The Mayor there had banned the film for showings in his city but it is expected that he, too, will accept the new version when he reviews it.

Joins Hamilburg

Mitchell Hamilburg's son, Michael, who got out of the Navy last week will report today to the New York office of Mitchell Hamilburg to be assistant to Marvin Sugarman, who is in charge of the office here.

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Disney Starts Legal Action Over Use of 'Crockett' Name

Franklin Waldheim, Eastern counsel for Walt Disney Productions, has started action in the U. S. District Court for the District of Maryland against Morey and Hannah Schwartz and Davy Crockett Enterprises, Inc., of Baltimore, on behalf of Walt Disney Productions.

The complaint demands a judicial declaration that the defendants have no exclusive right to the name "Davy Crockett," that their registered trademark, "Davy Crockett, Frontiersman," is invalid and that Disney has the exclusive right to use, and to license others to use, the name "Walt Disney's Davy Crockett."

The plaintiff, Walt Disney Productions, also asks for an injunction restraining the defendants from representing that they have the right to license the name "Davy Crockett," and from interfering with the use of that name by Disney and its licensees, or by their customers.

Origination Claimed

The complaint, signed by G. Van Velsor Wolf, William L. Marbury and Fulton Brylawski as attorneys, charges that the photoplay of Davy Crockett was conceived, created and popularized by Disney at great expense and that the public associates the name "Davy Crockett" with the characterization created by Disney.

It is alleged that the defendants have sought to capitalize on Disney's activities by trying to license an abandoned trademark "Davy Crockett, Frontiersman" and that the defendants have publicly claimed an exclusive right to the name "Davy Crockett" in connection with clothing, and have threatened to prosecute infringers. The plaintiff claims that these threats and statements have impaired Disney's licensing activities, have made Disney's licensees and their customers reluctant to handle goods labeled "Walt Disney's Davy Crockett" and will cause Disney irreparable loss.

Damages are demanded by the plaintiff and an accounting of all profits received by the defendants.

Compo Ad: Films Outdraw Sports

A reminder to newspaper editors of the public interest in motion pictures, which cater to more people in a week than any major sport does in a year, is contained in the 43rd of the series of COMPO ads in "Editor & Publisher," now current.

Entitled "Want More Readers?" the ad reads as follows:

"We have just read some interesting figures in our newspaper.

"The story said that for the third straight year racing has led all sports in attendance figures, with a total of 50,408,584 paid admissions for the year.

"Major league baseball, said the story, had a paid attendance of 16,000,000, collegiate football 13,749,000 and bowling 17,000,000 participants. Far below these figures were the 2,190,000 total of paid admissions for pro football and the 3,500,000 total for wrestling bouts. These, mind you, were all figures representing a whole year's attendance.

"Reading them, we just couldn't help thinking: 'Gee whiz! What's all the shooting for? The movies have 50,000,000 admissions EVERY WEEK!'

"Americans like to look at movies . . . and read about them too.

"End of today's sermon."

Japan Will Reconsider Print Restriction, Mayer Believes

By LESTER DINOFF

The Japanese government is certain to reconsider its limitations on print importation by American film companies before the arbitrary restriction goes into effect on July 1, according to Seymour Mayer, Far East supervisor for Loew's International Corp., who declared that "the general industry business in Japan is excellent and that country is a wonderful market for U. S. product."



Seymour Mayer

Mayer, who recently returned here from a four-week tour of Loew's offices in Japan, said here at the weekend that the Japanese limitation of 12 prints for each American picture, as the ruling stands now, would lessen the earnings of U. S. companies in that market.

18-Print Capacity

He said that Loew's Internationl business in Japan during the first quarter of the 1955 calendar year is about 15 per cent of the 1954 period.

"There are no print limitations throughout the world with the exception of Japan," Mayer stated. "U. S. companies have been considering the Japanese market as an 18-print capacity enabling one picture to have the longest possible run," he said. "With a 12-print limitation, the playing time of a film is liable to be shorter in Japanese theaters in order to give all exhibitors a chance to play the picture. American film companies play between 700 to 800 Japanese theatres, roughly 40 per cent of the total screen time available."

The Japanese government will certainly reconsider this situation as the Japanese industry, while having the facilities for black-and-white and color printing, is lacking in capacity and raw stock, Mayer said.

Strong Feeling on Rentals

Mayer revealed that there is strong exhibitor comment throughout Japan against the film rentals—50 per cent for black-and-white pictures and 60 per cent for color product. "Eventually a sliding scale starting at 50 per cent will be put in use by the film companies," he said. "I favor letting M-G-M pictures earn what they are worth in the Japanese market."

Irving Maas, director of Asian division of the Motion Picture Export Association, is currently meeting with Japanese and U. S. goverment officials in an effort to have the print import limitations alleviated, the MPEA said here.

Commenting on the acceptances of wide-screen and sound innovations, Mayer stated that "CinemaScope and Perspecta sound are the accepted standards in Japan as every roadshow, first run and general release theatre in key situations are now equipped."

Mayer brought up the subject of television and disclosed that Japanese theatres are not at all affected by the medium as the high prices for TV receivers are too much for the average Japanese citizen. However, he said, many public places have installed TV sets and draw big crowds when a baseball game is played.

'U' Executives Open Sales Meet Today

HOLLYWOOD, May 8. — Universal Pictures' home office sales cabinet, its division and district managers, arrived here over the weekend for the three-day mid-year sales executives conference which will get under way at the studios here tomorrow.

The conference has been called by Charles J. Feldman, vice-president and general sales manager as a "sales executives preview" of the company's pictures to be released during the summer and fall.

The sales executives are being joined in their meetings by the company's executives from New York and California, including Milton R. Rackmil, president; N. J. Blumberg, chairman of the board; Alfred E. Daff, executive vice-president; Edward Muhl, vice-president in charge of production; David A. Lipton, vice-president; Irving Sochin, short subjects sales chief, and Harry Fellerman, head of the special films division.

Wineland Acquires Maryland Drive-in

WASHINGTON, May 8.—Wineland Theatres has started on a broad, new expansion policy with the acquisition of the ABC Drive-In in the Oxon Hills, Md., area, according to president Lloyd J. Wineland.

The circuit already operates seven indoor theatres in the Washington area. The drive-in was acquired from a syndicate headed by Jacob Silverman of Altoona, Pa., and Paul B. Cromelin of Washington. Douglas W. Mellott, manager for the former owners, will continue in that capacity for Wineland.

First Quarter TV Production Up 50%

WASHINGTON, May 8.—Television set production during the first quarter of 1955 was more than 50 per cent above the like 1954 period, according to the Radio-Electronics-Television Manufacturers Association.

TV set output for January, February and March totaled 2,188,252 sets, compared with 1,447,110 in the first three months last year, RETMA reported. Output for March was put at 831,156 sets, compared with 702,514 sets in February and 599,606 sets last March.

Annual Report

London NFFC Reports Debt Hits Maximum

By WILLIAM PAY

LONDON, May 8.—The financial report of the National Film Finance Corp., the government agency for independent film financing, showed loans of £1,730,901 advanced, of which £878,305 had been repaid during the fiscal year ended March 31 last.

The loans aided in financing 56 films, which included 13 short subjects.

Totals 6,000,000 Pounds

With £184,579 borrowed from the Board of Trade, in addition to £377,461 borrowed from bankers, NFFC reached the maximum indebtedness of £6,000,000, which it is legally permitted to borrow from the Board of Trade, and £2,000,000 which it is authorized to borrow from private sources.

NFFC's profit and loss account shows income of £255,221, exceeding its expenditures by £204,974. Provision of £415,994 for losses leaves a deficit of £211,020. The provision for losses includes £238,000 to Group Three, Ltd., experimental film producers. The total deficit carried forward was £3,780,515, representing the cumulative loss to date, the report pointed out.

Following the appointment of a receiver for the old British Lion company, £2,969,000 was written off the original £3,000,000 loan to B-L, which now is a wholly owned NFFC subsidiary. It is anticipated that under present conditions NFFC's funds are sufficient to enable it to continue to the end of its present statutory life in 1957.

Tax Reduction Imperative

The report emphasizes that financial problems still confront producers, making it essential that they receive a materially larger share of any future entertainment tax reduction benefit. The report also welcomes the impetus given the boxoffice by the development of the new screen techniques and notes that NFFC is willing to consider applications for financing of films to be made in any of the new techniques. It has already participated in the financing of four CinemaScope films.

David Kingsley, NFFC managing director, told newsmen that British producers would be in a very poor situation without the Eady Fund. He admitted that the more successful producers no longer needed aid from NFFC but pointed out this was a good trend. He expressed concern over American distribution of British films, though British Lion films are still distributed there, but this arrangement is presently under reconsideration.

Now at Four Annually

Kingsley maintained that while Group Three's losses are high, the results it has achieved as a training school for new creative talent are encouraging. Nevertheless, Group Three's continuous production program now has been curtailed to four pictures yearly.

THE SUN NEVER SE



IT'S WOR

20,682 GLOBE-GIRDLING INST

ON CINEMASCOPE



D-WIDE

LATIONS AS OF APRIL 15, 1955

TENT TALK

Variety Club News

WASHINGTON — Mrs. Richard W. Nixon, wife of the Vice-President of the United States, will be honored here today as "Variety's Mother of the Year" at a Mother's Day Luncheon to be given by the Variety Club of Washington at the Shoreham Hotel. More than 250 are expected to attend.

△

ALBANY, N. Y. — The Variety Club's proposed new quarters, located on the lobby floor of the Sheraton Ten Eyck Hotel were inspected by members following a dinner in the hotel this week. Jules Perlmutter, retiring chief barker of the club, was presented a camera and film projector by his successor, George H. Schenck, who praised Perlmutter's achievements during two consecutive terms.

△

TORONTO — The Hamilton, Ont., Theatre Managers Association made the presentation of $1,000 from the proceeds of the recent benefit performance in the Palace Theatre, Hamilton, to the Toronto Variety Tent for Variety Village Vocational School for handicapped boys. Chief Barker H. S. Mandell accepted the donation from Al Ford, manager of the Palace.

△

CLEVELAND — Variety Club will hold a stag gin rummy Calcutta tournament in the Hollenden Hotel in cooperation with the Cleveland Press Club on May 13. A buffet supper will be served. Danny Rosenthal, Variety Club on Friday. A buffet supper will charge of the event.

Toll TV Film

(*Continued from page* 1)

exhibitors from Washington and Maryland, and the minutes of the meeting were released over the weekend by A. Julian Brylawski, who presided.

Cohn noted that Zenith Radio Co. had made a film giving its side of the campaign, and told the exhibitors that "our industry is also in the process of making a film that will present our side of the situation." He said the people in charge of making the film in New York were anxious to know the exhibitors' views as to whether Faye Emerson was the right person to be in the film. The exhibitors present hailed the idea of the trailer, according to the minutes, and said Miss Emerson would be a good choice, since she had attained her popularity through the television medium.

Cohn also urged the exhibitors to start a mass letter-writing campaign to the Federal Communications Commission to offset the campaign being staged by Zenith. Referring to the heavy volume of mail being stirred up by Zenith, he said this indicated a great deal of reliance by Zenith on the massing of public opinion, and felt that the motion picture industry, too, "must assert itself and write letters." So far, he said, the industry had not done much in this field.

"Cohn brought out," the minutes report, "that while the commission need not be swayed by a mass of letters, they cannot ignore a tremendous number of opinions, and that we must have our share of letters in front of them." Brylawski urged those present to urge acquaintances in and out of the industry to write the commission. Cohn also suggested that a letter to the editor of a local newspaper "can be of tremendous help in our endeavor to place before the public our reasons" for opposing toll TV.

The National Association of Radio and Television Broadcasters is the industry's strongest ally in the fight against toll TV, Cohn told the group. He said the NARTB probably was stronger than either Zenith or the exhibitors.

Ende Named

(*Continued from page* 1)

shortly after the Arthur B. Krim-Robert S. Benjamin executive group assumed management of the company.

Ende previously was controller of Film Classics, Inc., and earlier represented the Chemical Bank & Trust Co. as disbursing agent on motion pictures produced on the East Coast. He also served with Price, Waterhouse & Co. for eight years, specializing in motion picture accounts.



Joseph Ende

Parley Rejections

(*Continued from page* 1)

president Spyros Skouras. According to an executive who was there, it received a "cold shoulder." None of the other presidents voiced any sentiments in favor of it.

Shor said that his Emergency Defense Committee would meet with TOA leaders in New York on May 23 whether the company presidents attended or not. He may reveal then the names of those presidents who have rejected and accepted the conference bid. To date, Loew's and Paramount have turned down the request. The Allied board meeting is scheduled to be held here the next day.

Distribution executives were reluctant at the weekend to express an opinion on Lichtman's proposal, although one sales chief said he would need more time to study it before making a statement.

'A Start,' Says Snaper

Wilbur Snaper, former national Allied president, summed up Lichtman's suggestion in three words: "It's a start."

Harry Brandt, president of the Independent Theatres Owners Association, called it a "step in the right direction." Most large exhibitors do not want to arbitrate film rentals any more than the distributors do, he added.

"The Lichtman proposal is not a far cry from the arbitration of rentals on accounts paying $100 or $150 and I think that this could be negotiated," Brandt said. "We've got to make a start somewhere even if it can be arranged with only one company."

SIMPP Remains in Favor of Toll TV

The Society of Independent Motion Picture Producers remains on record in favor of toll television, Ellis G. Arnall, SIMPP president, stated here at the weekend.

Arnall referred to the SIMPP board of directors resolution in favor of toll TV which was passed a number of years ago. He said that resolution stands unaltered. Arnall added, that there are 38 member producers currently of SIMPP.

SIMPP Seeks

(*Continued from page* 1)

have been reached between the two which will be incorporated into a tentative memorandum which both will submit to their respective organizations.

Arnall, who conducted the talks as head of SIMPP's Independent Film Producers Export Corp., declined to spell out the "areas of agreement." However, the SIMPP president outlined the three major points sought by independents.

Wants Free Importation

They are: Free importation into Italy of independently-produced American films; the same guaranteed rate of remittances as alloted to the Motion Picture Export Association, and the availability of the "use" provisions of the MPEA pact, under which MPEA member companies are allowed to make compensation deals in order to get out blocked funds.

Arnall explained that all earnings in Italy of SIMPP member companies have been blocked since Sept. 1, 1954, the effective date of the two-year MPEA Italian pact. SIMPP, Arnall continued, was not a party to that agreement. The current negotiations, he added, mark the first time SIMPP has attempted to conclude a pact with Italy as a separate entity, although SIMPP in the past has had such agreements with France.

Cites MPEA Pact

Explaining the independents' desire for a minimum guarantee in remittances, Arnall cited the MPEA pact under which $3,000,000 in remittances is assured yearly to MPEA member companies. SIMPP would like a similar rate in assured remittances, Arnall stated.

The SIMPP president, who departed for his home in Atlanta at the weekend, said the next move would have to come from ANICO, the over-all Italian production-distribution organization. After action by the ANICO board of directors, the SIMPP board would have to pass on the tentative agreement, he said.

O'Brien Resumes TV

George O'Brien shortly will resume his starring role in the TV Western series upon his discharge from the Navy, it was announced here at the weekend by Nat Liebeskind, general manager of Times Television. O'Brien was in the middle of preparing a television series which was interrupted by a four-month tour of Navy duty. Times will distribute.

Warns of Trend

Violence in Films Decried By E.G. Arnall

Expressions of concern over the prevalence of "violence and brutality" in some motion pictures was voiced here by Ellis G. Arnall, president of the Society of Independent Motion Picture Producers.

At a conference with trade press representatives on Friday, Arnall denied, in response to a question, that the problem of violence and brutality in motion pictures stemmed from independent producers, declaring that it is an industry problem, involving both independents and the majors.

"I personally feel there is too much violence. It's being overworked" in films, he declared.

Sees 'Acute Problem'

Arnall said it "can create an acute industry problem . . . if the atmosphere of brutality and violence implicit in certain films . . . becomes a trend." It is not specific acts, acts barred by the Production Code which do not get into films, Arnall contended, "but the atmosphere of brutality and violence implicit in some pictures." A few offbeat pictures are not in themselves bad, Arnall maintained, if a trend does not develop.

Arnall said he is in favor of "keeping the Code in step with modern concepts, but at the same time to continue to restrict obscenity, immorality and wrong-doing wherever offensive."

Asked if he thought the Code is "in step with modern concepts," Arnall declined to comment, saying that he had not read the complete Code, although he is familiar with its main tenets. Nevertheless, he said there has been a "liberalization" of the Code in recent years. The SIMPP president also advocated what he termed "representation of independent producers" in administering and "promulgating" the Code. He claimed that a greater spirit of cooperation from independent producers would result, arguing that they would become more conversant with the difficult problems confronting Code administrators. Currently, he contended, the independents have no voice in the "promulgation" or administration of the Code. Practically all SIMPP members release their pictures through major companies.

Points to Television

As opposed to television, Arnall said, motion picture producers are much more "restricted," a condition which he labelled "unfair."

Common, Preferred Dividends by RCA

A quarterly dividend of 25 cents per share on the common stock of Radio Corp. of America, payable July 25, to holders of record on June 17, was announced by David Sarnoff, chairman of the board, following a regular meeting of the company's board of directors.

At the same meeting, a dividend of 87½ cents per share was declared on the first preferred stock for the period July 1 to Sept. 30, payable Oct. 1, to the holders of record on Sept. 12.

Congresswoman Suggests 'Pilots'

(Continued from page 1)

ing, new medium for enlarging the horizons of television."

Meanwhile, mail coming into the FCC on the subject of subscription television has recently and rapidly become overwhelmingly in favor of authorizing the service.

A check of the 14 volumes of mail received to date shows that within the past few weeks about 25 pro letters have come in for each anti. Some 7,000 letters have been received.

There is considerable evidence of organization behind the mailings.

In an April 25 letter mailed to all "Zenith friends and users," Commander E. F. McDonald, Zenith head, wrote, "The current attack by motion picture exhibitors against subscription television is nothing less than organized bamboozling.

For many years some of these same motion picture exhibitors have clogged the courts with lawsuits to protect their own rights from unfavorable competition, using the anti-trust laws as a premise." McDonald declared that exhibitors were raising a $100,000 fund to fight toll-TV and said, "we suggest that the 'fund' needs a close look by the United States Department of Justice to see if the group is violating the anti-trust laws by opposing subscription television in this concerted manner."

Wants Public to Decide

McDonald concluded by asking, "shouldn't the public itself decide whether or not it wants to put its own box office in its living room rather than have the self-appointed protector—the motion picture exhibitor—force the public into the old, antiquated and high-priced theatre?"

Strongest indication of organization on the opposition side is a photostatic copy of a question and answer post card which tells the reader that "mainly Zenith Radio Corp" will benefit from subscription TV and that "you can give your TV set to the junk man because eventually you will be paying for every program you now watch free." The card concludes with the admonition, "do not patronize any Zenith program" and is signed by "Sponsors of Free TV."

The photostat was mailed to the commission by commander McDonald, who called it "the most vicious and unfair tactic I have ever seen in the course of consideration of a public issue." Zenith was investigating the source of distribution, McDonald said, and would bring the facts to the FCC's attention when it obtained them.

Other evidences of organization are shown on group mailings. More than 300 favorable letters were sent in from Pittsburgh, within two days in April. Two or three dozen were written on the stationery of the Ferry Electric Service Co. A similar number was written on ruled paper, the kind used in elementary school classrooms. These were in the handwriting of children. Almost all the Pittsburgh letters said, "The type programs we have been getting are not up to standard," or "I am not satisfied with the present programs."

From Raleigh, N. C., some 70 typed post cards favoring toll-TV were mailed within two or three days last month. All seemed to have been typed on the same typewriter, and although the message on each was different, the headings were identitical. In addition, a similar number of post cards were hand-written and sent in from towns near Raleigh at about the same time.

From Knoxville, Tenn., more than two dozen letters came in at the same time asking for commission approval of toll-TV. Half of them were written on identical sheets of ruled paper. All said about the same thing. From Scranton, Pa., a dozen identical letters, each capitalizing the same words, appeared simultaneously favoring approval. And from a Wisconsin town several dozen signatures appeared under a favoring letter. Many letters start out by saying, "We have been asked to let you know how we feel about subscription television."

In a very small way, the same thing shows on the opposition side. Five or six theatre owners sent in printed form letters urging the FCC not to approve toll-TV and a batch of post cards from Princeton, W. Va., asks the same thing.

Columnists a Factor

Some of the bulk mailing can be attributed to newspaper reading, although it's impossible to tell just how much. A column in the Akron "Beacon" produced a large number of letters from readers who wrote their mixed views to the columnist. He forwarded them to the FCC. Other writers attached newspaper clippings to their letters. Many referred to the "Reader's Digest" article on toll TV.

There is also evidence that Zenith has followed up its original March 30 mailing to its dealers with a very recent briefing. A circular in the file asks all dealers to write to the commission asking for authorization of toll-TV and then to send copies of their letters to their local newspapers. "Make yourself known as an authority on subscription TV," the circular says, and "talk it up."

Mostly from Individuals

With very few exceptions the letters still are from individuals and individual businessmen. The Chicago Symphony Orchestra, "Colliers," "Popular Mechanics," the Ohio Manufacturers Association, Metropolitan Opera Association, deans of several medical schools and the heads of several university music departments have so far voiced approval of subscription TV. A half dozen chambers of commerce and merchants associations have opposed it.

This Fellow Wants 'Description' TV

WASHINGTON, May 8.—It's possible that some of the people writing to the Federal Communications Commission and urging approval of subscription television don't really know what they're asking for. At least one proponent has asked the FCC to approve "description" television.

Asks FCC to Buy His Mouse Traps

WASHINGTON, May 8. — There's no telling what ramification may come from Zenith's campaign to get the public writing letters to the Federal Communications Commission asking FCC approval of subscription television. One Californian sent to the commission Zenith's printed sheet which excoriated the motion picture exhibitors for opposing toll TV. The man was apparently unwilling to forego an opportunity for advertising his own product. He enclosed a letter of his own asking the commission to buy in hundred lots his "Electric Roserouter," guaranteed rat and mouse trap, at a cost of $3.00 per trap. "Help distribute them over farms and villages," he urged. "Let's all do it."

Any parallel?

Agnew Report

(Continued from page 1)

request of the Secretaries of the Army, Navy and Air Force. Eric Johnston, president of the Motion Picture Association of America, directed the civilian group, which was headed by film executive Neil Agnew and consisted of 10 experts from the Motion Picture and Photographic fields. During its five-month study of the problem the team visited more than 75 installations across the country.

Details of the Agnew committee report were never made public, but it was reported that the committee recommended that a considerable saving could be made by using industry sources for a percentage of motion picture production. It was also understood that the committee recommended setting up an inter-service photographic board with authority over the plans and programs of the photographic services of the three defense departments.

The Agnew report was submitted to the Pentagon early last summer. Each service spent considerable time studying it. Then each service made its own analysis of the report. These analyses were gone over by top-level representatives of the services and what emerged was that neither the Army, the Navy nor the Air Force agreed with the report at all, and that no service could find any area in its photographic and motion picture program where the department's budget could be cut.

Para. Stockholders

(Continued from page 1)

asked by management to increase the number of directors to 16 and recommend a vote against a proposal by stockholder John Campbell Henry that the auditors of the corporation be elected by the stockholders' meeting instead of by the directors.

Balaban informs stockholders that nominees for the board of directors are himself, Y. Frank Freeman, A. Conger Goodyear, Stanton Griffis, Duncan G. Harris, John D. Hertz, Earl I. McClintock, Maurice Newton, Paul Raibourn, Edwin L. Weisl, George Weltner and Adolph Zukor.

In the THEATRE Equipment & Refreshment World . . .

. . . with RAY GALLO

BERNARD "BARNEY" SHOLTZ, well-known in the theatre equipment field for many years, has acquired an interest in Norpat Sales, Inc., New York and been appointed vice-president in charge of sales. Having been with RCA for 25 years, Sholtz retired a little over a year ago as sales representative of its Theatre Equipment Division. Under the direction of M. D. "Doc" Faige, Norpat has steadily increased its line of equipment until it now includes carpeting, seating and many accessories and supplies as well as projection equipment. In his new post Sholtz will spend much of his time in the field calling upon dealers and exhibitors.

•

New and larger quarters for its New York home office have been acquired by Neumade Products Corp. in the Fisk Building. The move will be made on May 9th, according to Oscar F. Neu, president. The company, which produces motion picture accessory equipment, began an expansion program five years ago. Its manufacturing facilities in Buffalo have already been modernized and enlarged, and plans are underway for similar expansion of its Long Island City factory, it is reported.

•

The new 14-column Rowe "Ambassador" cigarette vending machine is now in full production at the Rowe Manufacturing Co.'s Whippany, N.J., plant and available in all markets, according to Charles H. Brinkmann, vice-president in charge of sales. The unit features an illuminated shadow box for displaying four cigarette brands in individual velvet-lined cases, known as the "Showcase." It accommodates 510 packs of all cigarette brands and types. It comes in charcoal grey, dark blue, Iammertone green and dark wood grain finished—all set off by bright red knobs.

•

New for drive-in playgrounds is a toy hand-operated train car made by the Charles William Doepke Manufacturing Co., Cincinnati. Supplied with 40 feet of circular track, it is called the "Yardbird." It is designed to hold two youngsters at a time for a ride. The hand-car is made of 18-gauge steel; the track consists of two metal rails, 8 inches apart and held together with wooden ties to form a circle 12 feet in diameter.

•

Henry Heide's "Jujyfruits" candy is now available in a "dime-size" package, the design of which is almost identical with the small "five-cent" size. The new one is packed in both 24 count boxes and 100 count cases. The company reports that initial response to the larger size has indicated it will be a successful supplement to the 5c type.



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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 91 NEW YORK, U. S. A., TUESDAY, MAY 10, 1955 TEN CENTS

Print Development

Tells of Big Foreign Plans Of Technicolor

Plans in Rome, Bombay Seen; Japan Considered

By MURRAY HOROWITZ

An extensive overseas expansion program is being planned by Technicolor Motion Picture Corp., with laboratories contemplated in Rome, Italy; Bombay, India, and perhaps Japan, it was learned here yesterday.

Disclosure of Technicolor plans came from a film company foreign executive who stated that in view of the color printing problems which have arisen overseas, Technicolor had been asked its overseas plans.

According to the foreign department official, Technicolor had in-

(*Continued on page* 5)

Brotherhood Record Set

Both national and New York area theatre collections for Brotherhood Week in the annual campaign conducted by the amusements division of the National Conference last February established new records, Emanuel Frisch, a former division campaign chairman, reported at a luncheon meeting at the Waldorf-Astoria Hotel here yesterday.

Frisch presided at the luncheon in

(*Continued on page* 5)

Half Century of Cartoons for Terry

Paul Terry yesterday celebrated his 50th year as a cartoonist and his 40th anniversary as a producer of animated cartoons. The occasion was marked by a dinner at the Hotel Roosevelt here last night. Terry, whose Terrytoons are distributed by 20th Century-Fox, began his career as a newspaper cartoonist and illustrator for San Francisco newspapers. In addition to his motion picture activities, Terry turns out a syndicated strip for King Features, "Barker Bill," which appears locally in the New York Daily "Mirror."

STARR CONFIRMS TOA'S CHANGE OF ATTITUDE ON GOV'T RELIEF

Official confirmation of a change in attitude among the leaders of the Theatre Owners of America in joining Allied States Association in going to the Federal government for relief on film rentals as a last resort was revealed here yesterday by Alfred Starr, chairman of the TOA's executive committee, who declared that "desperate men do desperate things."

Speaking at a meeting with the trade press, Starr declared that "I have an open mind" about TOA joining Allied States in a bid for U. S. regulation of the motion picture industry. It was reported in the MOTION PICTURE DAILY in late April that some top echelon TOA officials were not opposed to the Allied proposal if other efforts, such as the industry round-table conference to discuss mutual problems, fail.

TOA president E. D. Martin pre-

(*Continued on page* 4)

Hoover Reelected VC Chief Barker

From THE DAILY Bureau

HOLLYWOOD, May 9.—George Hoover of Miami was reelected international chief barker of Variety Clubs International at the final session at the organization's annual convention here.



George Hoover

Other officers reelected were John Rowley, Dallas, first assistant chief barker; George Elby, second assistant; Edward Emmanuel, Philadelphia, property master; Jack Dumestre, Atlanta,

(*Continued on page* 4)

Zenith Refuses Bid To Debate Toll TV

Zenith Radio Corp. has declined a Hollywood invitation to debate subscription TV with representatives of the Joint Committee Against Pay-As-You-See TV because, it charged, that organization has misrepresented itself

(*Continued on page* 4)

Rothman, Bickler To Top UA Sales Posts in UK, Paris

From THE DAILY Bureau

LONDON, May 9.—United Artists' international sales convention that set sales and promotion plans for the company's record product line-up ended here today with Arnold M. Picker, vice-president in charge of foreign distribution, announcing the appointments of Mo Rothman as Continental sales manager and Dave Bickler as sales manager in Great Britain.

Rothman, who will make his headquarters in Paris, joined United Artists in October, 1952, as assistant

(*Continued on page* 5)

Starr Contends

Patronage, Not Sales Policies, Object of Meet

Says Joint Effort Vital To Bolster Attendance

By LESTER DINOFF

Distribution's sales policies will not be discussed at the proposed May 24 meeting which the leaders of Theatre Owners of America and Allied States Association has asked for with film company presidents, according to Alfred Starr, chairman of the TOA's executive committee, Starr yesterday said here that the meeting was called because a joint industry effort was needed to discuss and explore methods to reverse the sharp



Alfred Starr

(*Continued on page* 4)

Still Hopeful Of Arbitration

If there isn't an arbitration system for the motion picture industry, it will not be the fault of the Theatre Owners of America, Herman Levy, TOA general counsel, and Alfred Starr, chairman of the TOA's executive committee, said here yesterday. "Arbitration still has a chance and

(*Continued on page* 4)

Cancel EFFG Stockholders Meet

A new date for the first stockholders meeting of Exhibitor Film Financial Group, Inc., will shortly be announced, according to Alfred Starr, an officer of EFFG, who said that the tentative May 15 meeting has been called off.

There is still a big need by exhibition for more product despite the increased amount of films being offered, he said.

To London in 1957

New York Will Be Host to Variety Clubs Next Year

From THE DAILY Bureau

HOLLYWOOD, May 9.—New York will be the scene of the Variety Clubs International Convention in 1956. The 1957 convention will be held in London.

Martin Levine, of Brandt Theaters; Jack Hoffberg, New York film distributor; Tent No. 35 delegates and Edward Lachman, national distributor for Lorraine Orlux Carbons, past chief barker, won their bid for the event during the final session of the four-day meet at the Ambassador Hotel. Canvassman Arvid Kantor and Charles Okun of the Manhattan contingent served as the campaign aides.

The Waldorf-Astoria Hotel has been reserved as headquarters for a four-day meeting to be held during the week of May 8, 1956.

The award of this event will spark a membership drive to augment the tent's 311 members, who will play host to an expected 4,500 visiting

(*Continued on page* 5)

Personal Mention

JAMES E. PERKINS, manager in the British Isles for Paramount International, is scheduled to arrive here tomorrow from London via B.O.A.C. Monarch.

•

MARSHALL FINE, of Associated Circuit, Cleveland, who will marry PATRICIA KROW on May 29, will be guest of honor at a bachelor dinner there on May 26.

•

M. B. HORWITZ, president of the Washington Theatre Circuit, Cleveland, will leave New York by plane May 22 for Europe and Israel.

•

LOUIS LOBER, general manager of United Artists foreign department, will return to New York by plane today from London.

•

LARS MCSORLEY, member of the I.F.E. publicity staff, is the father of a boy born to MRS. MCSORLEY at Doctors Hospital.

•

A. L. PRATCHETT, Paramount's Latin America division manager, has arrived in Hollywood from Mexico City.

•

JACK HARVEY, manager of the Stanley Warner Palace Theatre, Danbury, Conn., is recuperating from a heart attack.

•

A. J. BRONSTEIN, of the East Hartford Family Drive-in, South Windsor, Conn., has returned to Hartford from Arizona.

•

HERBERT HAHN, of American Broadcasting-Paramount Theatres, is the father of a daughter born to MRS. HAHN at Doctors Hospital.

•

MALCOLM BROWN, M-G-M art director, returned to the Coast yesterday from New York.

•

JAMES WHITE, of the Plaza Theatre, Windsor, Conn., was married there to LILLIAN AVERY.

•

GLENN FORD is due in New York at the end of the month from Hollywood.

•

J. B. MAHON, producer, has arrived here from London via B.O.A.C.

See End of Labor Bill Hearings Next Week

WASHINGTON, May 9. — The Senate labor subcommittee considering the minimum wage bill hopes to wind up its hearings early next week, chairman Douglas (D., Ill.) said today. Witnesses from outside the Administration will wind up their testimony Wednesday, according to the present schedule.

Monday or Tuesday of next week, Labor Department officials will return to the stand for further statements, and that will be the end of the hearings, Douglas declared.

Filmakers to Make Four Films in '55

With the starting of production next Tuesday on "Battle Hell," Filmakers has completed plans for the delivery of four pictures this year, it was stated here yesterday by Irving Levin, president, and Harry L. Mandell, vice-president and general sales manager.

"Battle Hell" will be produced in Superscope on the biggest budget to date for Filmakers, more than $600,000, they said. It will co-star Wendell Corey, Mickey Rooney, Don Taylor and Nicole Maury.

Other pictures on Filmakers' schedule for this year are "The Smouldering Sea," which starts June 15; "The Weapon," in September, and an untitled story to get under way later in the year.

Rowley Named V-P Of UA Theatres

Appointment of Edward H. Rowley, Sr., president of Rowley United Theatres, Inc. of Dallas, as executive vice-president of United Artists Theatre Circuit, Inc., was announced by George P. Skouras, president of UATC.

In 1916, Rowley and Harold B. Robb leased the local opera house in San Angelo, Tex. This was the beginning of the Robb & Rowley circuit. United Artists Theatre Circuit, headed by Joseph M. Schenck, acquired an interest in the circuit in 1937. Robb died in 1944. The Robb family interest and the interest of Paramount in the circuit were bought out in 1951 and the corporate name then became Rowley United Theatres, Inc. That corporation now operates 145 theatres and drive-ins in 37 towns in Texas, Oklahoma and Arkansas.

Ed Sullivan to Make Picture for Warners

Ed Sullivan, Broadway columnist and major domo of TV's "Toast of the Town," has signed an agreement to produce an independent picture for Warner Brothers distribution. The film will star Sullivan and will be filmed at the Warner studios in Burbank.

Arnold Grant, attorney, handled the negotiations between Sullivan and Warner Brothers for the projected picture. Casting will get under way immediately and production is expected to start about Oct. 1, it was said.

J. Don Alexander Dies in Colorado

COLORADO SPRINGS, Colo., May 9.—J. Don Alexander, 70, Alexander Film Co., president, died in a local hospital of a heart ailment. Alexander started in the advertising films business in Keokuk, Ia., with a kerosene projector, moving to Spokane, Wash., to Englewood, Colo., and to Colorado Springs following a disasterous fire. Alexander was a member of the executive council of the International Screen Advertising Services. He is survived by his wife and two sons, Don, Jr., and John, both Alexander Film Co. officials.

See Death of Army 'Clearance' Plan

No alternative plan to cut down military theatre competition is being considered by the industry for presentation to the Defense Department, it was learned here yesterday.

Since the rejection by the Defense Department of the previous plan, it was stated, neither exhibition nor distribution has come up with an alternative proposal, nor is one being considered currently. To all intents and purposes, it was stated, industry plans to negotiate clearances alloted to military base theatres are dead at the present time.

Another factor against the reopening of talks is the departure of D. Walter Swan from government service. As deputy assistant to the Secretary of Defense, Swan had conducted the protracted, unsuccessful negotiations with the industry.

Film Stock Trading Reported by SEC

WASHINGTON, May 9.—Trusts controlled by each of the three Warner brothers each bought 1,700 shares of Warner Brothers Pictures common stock during March, according to the latest Securities and Exchange Commission report on trading in film company stocks by officers and directors.

At the end of the month, Albert Warner owned 160,000 shares in his own name and 32,700 through trust accounts. Harry M. Warner owned 105,850 in his own name and 13,700 through trust accounts, and Jack L. Warner owned 295,399 in his own name and 13,400 shares through trust accounts.

Abraham Montague sold 2,400 shares of Columbia Pictures common, dropping his holdings to 10,738 shares, while a partnership of which Charles Schwartz is a member sold 1,000 shares, retaining 10,000. Y. Frank Freeman sold 100 shares of Paramount Pictures common, keeping 1,400 shares. Irving H. Greenfield acquired 100 shares of Loew's common and F. Joseph Holleran acquired 400, for holdings of 150 and 500 shares respectively. Herbert E. Herrman sold 1,000 shares of Trans-Lux Corp. common, keeping 1,000.

Para. to Use New Lens from Japan

HOLLYWOOD, May 9. — Paramount reportedly is the first studio to acquire the new "revolutionary" Japanese Fujinon lenses which is said to permit shooting under any conditions with an absolute minimum of light. Michael Curtiz, producing and directing Paramount's "The Kiss-Off," Carol Ohmart starring picture, consequently will be able to shoot the VistaVision picture at various places in its actual Los Angeles locales.

Where heretofore it has been necessary to use studio equipment of lights pulling from 2000 to 5000 watts, the Fujinon lenses require only one or two small sealed-beam lights. Paramount has completed exhaustive tests of the new equipment, obtaining footage in daylight, interiors, at night and in driving rain.

News Roundup

'Gold' in Association Tie-Up

Columbia's Richard Widmark starrer, "A Prize of Gold" will have its American premiere on Friday night at Loew's State Theatre, Providence, as the climax of the convention of the Gold Filled Manufacturers Association of New England. The event will kick off a nationwide tie-up between the Columbia film and the national association, with the trade group donating $50,000 worth of gold filled merchandise to be used as prizes in contests in 50 key cities.

■

Exhibitor Heads Auto Firm

A. H. (Archie) Zarewski, theatre manager of Eugene, Ore., formerly manager of the Oriental, Playhouse and Music Box in Portland, and State Theatre in Vancouver, Wash., has been named vice-president and general manager of the May & Mead Chrysler-Plymouth dealership in Eugene.

■

Higher VV Screen

The VistaVision screen at the New York Paramount which was announced as being 35 feet high and 64 feet wide has been increased in height by 12 inches.

■

'Rock 'n' Roll' in Boston

A "Rock 'n' Roll" stage revue, with Allen Freed, disk jockey of radio station WINS, New York, as master of ceremonies, has been booked into Loew's State Theatre, Boston, for one week beginning May 20, and into Loew's State, Providence, for three days following.

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Worth Holding!

HOLD-OVER HIT!

HELD OVER! WASH., D. C.!
HELD OVER! BALTIMORE!
HELD OVER! INDIANAPOLIS!
HELD OVER! BOSTON! *(2 Theatres)*
HELD OVER! CLEVELAND!
HELD OVER! KANSAS CITY!
HELD OVER! SAN FRANCISCO!
HELD OVER! BUFFALO!

The Hold-Overs Are Pouring In! More Every Minute For M-G-M's Giant Romantic Spectacle!

"THE PRODIGAL"

In COLOR and CINEMASCOPE!

Zenith

(Continued from page 1)

as a defender of free television instead of "honestly and openly admitting that this so-called committee was created a few weeks ago by motion picture theatre organizations for the sole purpose of trying to stifle a potent new competitor for the movie box office dollar."

Zenith president E. F. McDonald, Jr., yesterday released an exchange of telegrams with Robert C. Coleson, president of the Hollywood Advertising Club, who issued the invitation. McDonald also released copies of an appeal by theatre owners for funds to fight subscription TV which was sent on April 11 by the Committee Against Pay-As-You-See TV to all exhibitors in the state of Texas.

"These documents were not intended for the eyes of the public—they were intended for theatre owners only," McDonald said. "They show conclusively that the movie theatres' only motive in opposing subscription TV is their fear of box office competition."

Caustic Regarding Industry

In the telegram refusing the debate bid, Zenith charged that "the movie theatre organizations which formed this so-called joint committee have a long record of fighting TV in any form, even to the threat of boycott by refusing to play pictures produced by companies that sell any of their product to TV."

Zenith stated that Theatre Owners of America, Inc. is author of a proposal that theatres, through theatre TV, monopolize for themselves all major events, Broadway plays, grand opera, etc.

The Zenith telegram stated that these TOA statements provide ample proof that the theatre owners are opposed and unfriendly to home TV, adding that their success in beginning to take major events from home TV is demonstrated by the fact that the May 16 championship fight between Marciano and Cockell will be shown exclusively on theatre TV, with admission prices ranging from $3 to $10.

The telegram charged the theatre owners with operating under a number of different names designed to conceal from the public the true nature of their opposition to subscription TV, and that these various "false fronts" were all created by theatre owners and financed through a huge war chest.

Hoover Reelected

(Continued from page 1)

dough guy, and Judge William McCraw, Dallas, executive director. Robert Adleman of Philadelphia was elected international press guy.

The barkers passed a resolution expressing sympathy for the family of the late Charles Skouras, a founder of the Los Angeles tent.

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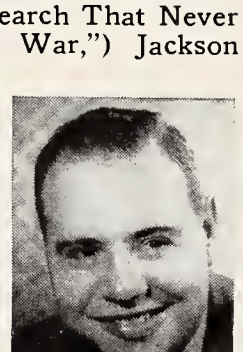
Television--Radio

with Pinky Herman

NBC has started a multi-million dollar talent and show development project and one of the major phases is the search for comedy writers. "The search for promising young—or old—comedy writers is the first and most critical phase," said Leonard Hole, NBChief of program development, "and stems from the fact that TV burns out comedy material so enormously fast and the fact that it's so hard to find and develop new comedy writers." Enlisting the aid of colleges, universities, Little Theatres, drama schools and hinterland radio writers, scripts will be solicited from aspiring authors which in turn will be turned over to the newly-formed "NBComedy creative committee" with salaried jobs given to the most promising. . . . Eva Wolas, formerly story editor of "Suspense" and "Danger," has been transferred to the west coast where May 16 she'll report to producer Martin Manulis and become story editor for CBS-TV "Climax." . . . Baritone Jerry Martin, whose current Coral platter of "What a Difference a Day Made," is getting a fine reception by national deejays, has been booked into the Casino-Royal Theatre in the nation's capitol starting Monday.

☆ ☆ ☆

Recognized as one of broadcasting's finer talents by dint of his varied accomplishments (announcer on "U. S. Steel Hour" and "The Elgin Hour"—narrator on "The Search That Never Ends"—actor on "The FBI in Peace and War,") Jackson Beck is signed to star in a new radio series, "Cry Danger," MBStarting Friday, May 20. Produced and directed by Brad Simpson, Beck will portray a rough, tough soldier of fortune whose adventures liken him to a modern "Robin Hood." . . . Broadwayfarers and radio rowgues will descend en masse Decoration Day on the Waldemere Hotel up in the Catskills when Irving Heller officially opens the new $250,000 TV Clubhouse. . . . Eve (Block &) Sully tossed a baby shower last week for Joan Benny Baker at the Essex House in New York but expectant grandpa Jack Benny was up in Boston that day to receive a citation for "fostering good-will to mankind." . . . John Cameron Swayze has been added to the communicators' list when the new NBC weekend radio service bows into a regular spot starting Saturday, June 18. Already named to be heard regularly on this series are Jane & Goodman Ace, Clifton Fadiman and Red Barber.



Jackson Beck

☆ ☆ ☆

Her new duties as supervisor of NBChildren programs require that Dr. Frances Horwich bring her "Ding Dong School" and staff which includes her secretary Virginia Johnson, director Len Salvo, Jr., and research assistant Charles Stamps to New York. The nationally-acclaimed program will originate here starting Wednesday, June 1. . . . A new plan for national radio advertising will be disclosed tomorrow afternoon at Toots Shor's when exec veepee William B. Ryan of Quality Radio Group hosts at a press reception. . . . Robert Q. Lewis will wax a kidisk album for Decca titled, "Noisy Herbert," with ditties composed by Robert Cone, one of Robert Q's staff writers. . . . Republic Pictures has started production on a series of 78 half-hour telefilms, "Adventures of Fu Manchu" at the Republic Studios in N. Hollywood by virtue of a recent deal by which prexy Herb Yates acquired exclusive TV rights to "Dr. Fu Manchu." Hollywood Television Service will handle national distribution and syndication of the series. . . . After riding the radio range for 23 consecutive years, "The Lone Ranger" will be heard over NBC from Monday thru Friday (5:30-5:55 P.M.) as of May 30. Sponsors are General Mills and American Bakeries Co.



Frances Horwich

☆ ☆ ☆

"The Ray Bolger Show," consisting of 60 half-hour telefilms will be nationally distributed by ABC Film Syndication and will be available immediately after the final ABCast June 10. . . . In a short six weeks, Herb Sheldon's "Sheldon at Six," seen Tuesday, Thursday and Friday over NBC, is acquiring a steadily increasing audience among the teen-agers.

Attendance

(Continued from page 1)

declines in theatre attendance today.

Business, which has been generally bad, and the rapid decline of theatre attendance since March 1, necessitates an open discussion between exhibition and distribution on this matter, Starr flatly stated.

"We (exhibition) want to discuss in broad outline what is going to happen to the industry if the public continues to lose the motion picture theatre-going habit at an accelerated rate," the TOA topper said. "Regardless of the rejections for a meeting from company presidents, we will still meet on May 24 to discuss this," Starr said.

"All responsible heads of film companies should be willing to discuss this because all are vitally concerned," Starr said.

Notes Feeling of 'Desperation'

"There seems to be an entirely unwarranted misapprehension of what we want to discuss at this roundtable conference, which was first proposed by Al Lichtman on behalf of distribution," Starr continued. "Even though there is a mounting feeling of desperation among exhibitors, a crisis, we are not in a position to talk about the agenda for such a high level meeting," adding that "it is up to distribution to announce an agenda."

Starr felt certain that he could speak for the entire TOA-Allied committee, which asked for the May 24 conference, in stating that the purpose was not to discuss sales policies, but to face the public's apparent losing of the motion picture habit.

Says 'War Chest' Is Small

Commenting on subscription television, Starr, who is co-chairman of the Committee Against Pay-As-You-See TV, said that "for the first time, the proponents of toll television are on the defensive. We have exposed the inherent fallacies of the medium." Starr said that the committee will present the Federal Communications Commission with a carefully documented case against subscription television with the public interest to the fore. In reply to a question about the committee's funds, Starr said that the "war chest" is small, but adequate for its purposes. Starr will discuss toll-TV at the Hollywood Advertising Club next Monday.

Starr Confirms

(Continued from page 1)

viously had stated that "the officers and directors of TOA will seek relief through any other means necessary" in his announcement calling for the industry conference. A semi-official interpretation of Martin's declaration was that it was considered as a veiled threat to distribution for an improvement in the relationship with exhibition.

Still Hopeful

(Continued from page 1)

our confidence has not waned in the matter," Levy and Starr stated. The TOA counsel said that he is "awaiting a call from distribution as to the next meeting with distribution attorney Adolph Schimel."

Starr stated that "arbitration is a substitute for litigation. Al Lichtman's proposal to arbitrate rentals of small accounts up to $50 is a step in the right direction."

Brotherhood

(*Continued from page* 1)

the absence of J. Robert Rubin, who was called out of town by the illness of a member of his family. John H. Harris of Pittsburgh, this year's campaign chairman, also was unable to be present, having been detained in Los Angeles where he attended the annual convention of Variety Clubs International last week.

National cash collections by theatres amounted to $115,000 this year—"the largest ever," Frisch reported. Of the total, $27,400 came from the New York area. He commended the campaign work of Harris, Spyros Skouras, Jr., exhibitor chairman; William J. Heineman, distributor chairman, and Charles Smakwitz of the Stanley Warner Northern New Jersey division.

Presented by Skouras

Skouras presented U. S. Savings Bond awards to theatre managers whose houses accounted for the highest individual cash collections. The bonds were contributed by distribution companies, Skouras said, observing that it was one of the "rare instances of a distributor giving something to an exhibitor" and adding that he hoped it established a precedent which would be followed.

Top awards of $150 in bonds went to Irving Gold of the RKO 86th St. Theatre which collected $1,000, and John Boxer of the Skouras Academy Theatre, which had about $800. Eleven others received $100 bonds and 22 received $50 bonds.

On the dais at the luncheon in addition to Frisch and Skouras were: John J. O'Connor, Adolph Schimel, Russell V. Downing, Eugene Picker, Sam Rinzler, Gerald Shea and Smakwitz.

Rothman, Bickler

(*Continued from page* 1)

to Charles Smadja, vice-president in charge of European production, when the latter was Continental manager of the company. Prior to his association with United Artists, Rothman was European representative of Edward Small Productions.

Bickler, whose headquarters will be in London, started with United Artists 14 years ago as a salesman in the Liverpool branch and became, successively, branch manager, branch supervisor and sales supervisor.

The seven-day session in the Savoy Hotel, which brought together more than 150 UA executives and representatives from Europe, the Middle East and Africa, launched the first worldwide series of sales meetings in the 36-year history of the company. Conventions will be held this summer in Tokyo and Rio de Janeiro.

Offer 'Free' TV Clips on 'Soldier'

Two special filmed subjects for TV promotion of 20th Century-Fox's "Soldier of Fortune" are being made available free to exhibitors, it was announced here yesterday by the company.

The first TV promotional subject dramatizes the Far Eastern flavor of the Buddy Adler production, while clip number two is a TV preview of the CinemaScope picture, with author Ernest K. Gann doing the introduction.

Review

"The Shrike"

(*Universal-International*)

A PERFORMANCE of unusual power and range by Jose Ferrer distinguishes this unusual and somewhat perplexing film. Opposite him, June Allyson plays in smooth fashion the role of the possessive wife who destroys his career and almost the man. After her many popular roles as the warmly ardent, self-sacrificing wife, this complete reversal in casting may be difficult for a large segment of her following to accept. On the other hand, they may like the change of pace but their reaction, in any event, will be interesting to mark.

The film is based on the long-run Broadway play, winner of a Pulitzer Prize, which Ferrer presented, directed and starred in. It is a prime vehicle for display of the considerable and polished Ferrer talent. He portrays a young stage director whose reputation is building rapidly at the time of his marriage to Miss Allyson. In various unobtrusive ways she begins to impose her will upon his work until his career suffers, his confidence in himelf is shaken and, eventually, he thinks of himself as a failure and separates from his wife.

He begins a romantic relationship with a young actress, played by Joy Page, but unable to effect a divorce or to resume his career he becomes despondent and attempts suicide. He recovers and is committed to a psychopathic ward. Though sane and hopeful of beginning a new career on his release, Miss Allyson refuses to help effect his discharge fearing that he will return to Miss Page. In desperation, Ferrer promises his wife he will end the affair with Miss Page and she obtains his release. Meanwhile, in interviews with a psychiatrist, Miss Allyson comes to realize her responsibility in her husband's predicament and the way to a new start for husband and wife is opened.

The Ketti Frings screenplay, based on the play by Joseph Kramm, affords many novel dramatic twists but, for the most part, they are developed and resolved within the limitations of conversation, rather than action, giving the film a static quality which may bother some film audiences. Aaron Rosenberg has given the drama good production components but the casting of Miss Allyson in the role of the shrike must carry a question mark until audiences have given the verdict. A shrike is a small bird of prey which impales its victims on any sharp projection, returning at leisure to feed upon them, or leaving its victims untouched, according to whim.

Ferrer's direction is effective, particularly in sequences covering psychiatric interrogations. Supporting roles are well filled by Kendall Clark, Isabel Bonner, Jay Barney and Somer Alberg as doctors; Ed Platt as Ferrer's brother; Will Kuliva, Martin Newman and Joe Comadore as inmates.

Running time, 88 minutes. General classification. Release, in September.

SHERWIN KANE

Four Start, 6 Finish; 31 Films in Work

HOLLYWOOD, May 9. — Four pictures have been started and six other pictures were completed, for a total of 31 pictures now in work.

Started were: "Thunderstorm," (Allied Artists); "Marshall of Medicine Bend," (Columbia); "The Twinkle in God's Eye," (Republic); "Fort Yuma," Bel-Air Prods., Technicolor (United Artists).

Completed were "Phenix City" and "The Body Snatchers," (Allied Artists); "The Beast with 1,000,000 Eyes," Pacemaker Prods. (American Releasing Corp.); "Charge of the Rurales," Montezmua Prods., Ansco-Color (Independent); "Deadline Alley" and "The Gunman," Truecolor (Republic).

Loew's Japanese Business Up 15%

Loew's International business in Japan during the first quarter of the 1955 calendar year is about 15 per cent ahead of the 1954 comparable period, according to Seymour Mayer, Far East supervisor for the Loew's-M-G-M foreign organization. It was inadvertently reported in the MOTION PICTURE DAILY yesterday that Loew's business in 1955 was 15 per cent of the 1954 period.

To Fete Al Levy

PITTSBURGH, May 9.—The local 20th Century-Fox office will sponsor a testimonial dinner on May 16 in Hotel Roosevelt for Al Levy, former branch manager, who was transferred recently to the Boston exchange.

Technicolor

(*Continued from page* 1)

formed foreign sales managers that negotiations are in an advanced stage with interests in Rome and Bombay. Technicolor, it was added, expects to complete the negotiations in the near future to have laboratories built and in operation in both of these countries.

Foreign sales managers also were said to have been informed that a preliminary survey is being made concerning the feasibility of establishing a Technicolor laboratory in Japan. If an affirmative decision is reached, it was added, Technicolor pointed out that the Japanese plant might be able to provide release print requirements to all countries in the Far Eastern territories.

Technicolor was said to have explained that in addition to the two Technicolor laboratories now in operation, in Hollywood and London, another Technicolor plant will come into operation this summer in Paris. All of these establishments, the company was reported to have said, will be in a position to supply a complete Technicolor service covering all phases of photography and release printing.

N. Y. to Be Host

(*Continued from page* 1)

members and wives from the U. S. and six foreign countries.

Two of the highlights of the occasion will be the premiere of a Broadway show and plans to use the United Nations auditorium for the Humanitarian Award meeting.

NOTICE TO ALL EXHIBITORS

We plan shortly to put into production a new feature length black and white motion picture, tentatively entitled BATTLE HELL, starring Wendell Corey, Mickey Rooney and Don Taylor. This picture will be made in the SUPERSCOPE process, will be directed by Lewis R. Foster and has been written for the screen by Robert C. Lewin. It is the vital story of three men in battle and how it changed their lives.

At this time we are soliciting offers from theatres everywhere to play this picture. Upon telegraphic request, we will air mail the synopsis of this story.

We plan to release this picture on or about August 15, 1955.

Any theatre operator who is interested in playing this picture should write us prior to Tuesday, May 17, 1955, making an offer to license the picture for exhibition. In such offer he should identify the theatre, giving its seating capacity and state the terms he offers for playing the picture in such theatre.

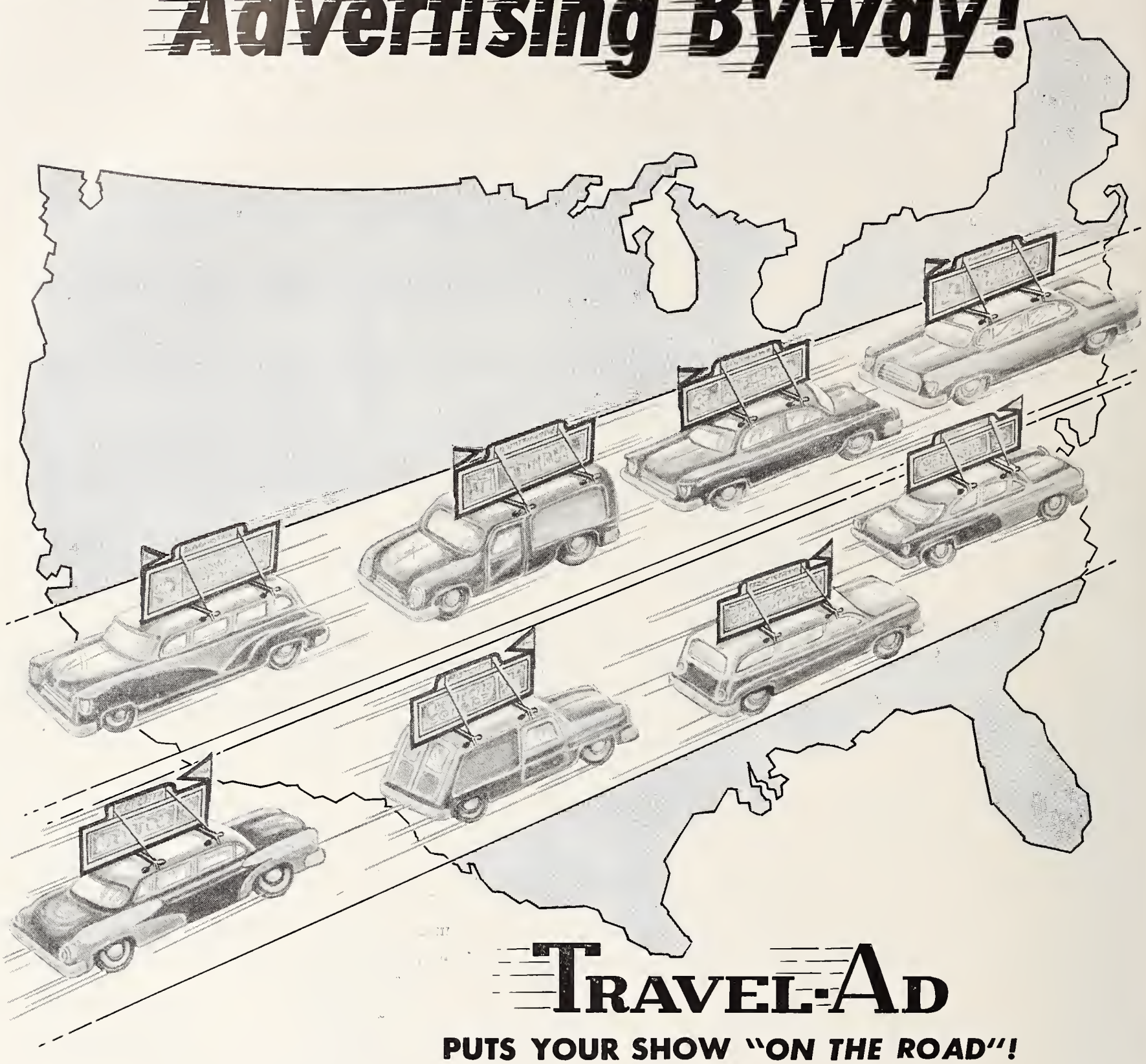
If any offer so made is acceptable to us we shall advise the theatre operator and send him our usual form of picture licensing agreement incorporating the terms of such offer, within the period of seven (7) days.

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MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 92 NEW YORK, U. S. A., WEDNESDAY, MAY 11, 1955 TEN CENTS

Initial Reaction

Find Company Heads 'Cool' To Latest Bid

Joint TOA-Allied Wire Cites 'Misconception'

By MURRAY HOROWITZ

Distribution, in the main, met exhibition's latest overture for a round-table industry conference with cautious coolness, according to a canvass of distribution sentiment conducted by the MOTION PICTURE DAILY here yesterday. A joint Allied-TOA telegram to company presidents asked for a reconsideration of their rejections.

There were no definite responses, however, from any of the film companies, which left the door slightly open for a possible reversal.

But, according to one film company executive, a reversal by his company is not considered likely. He maintained that there was nothing in the new wire to company presidents that would change the picture.

The new wire, signed by Theatre

(*Continued on page 2*)

Rep. 13-Week Net $383,207

For the 13-week period ended on Jan. 29, Republic Pictures Corp. and its subsidiaries reported a net profit of $833,207 before Federal tax provision, estimated Federal and normal surtax of $450 or a net after taxes of $383,207, it was announced yesterday.

The company said that for the comparable period in 1954, Republic reported a net profit of $560,937 before Federal tax provision, estimated Federal and normal surtax of $300,000 or a net profit after taxes of $260,937.

New Ohio Censor Bill Reported Out

Special to THE DAILY

COLUMBUS, O., May 10.—Two proposed censorship measures were reported to the House Judiciary Committee by a subcommittee here today. A vote on the measures by the full committee is scheduled for May 17.

One of the measures is a police bill amending the penal code to provide

(*Continued on page 2*)

Individual Basis Only For Talks: Skouras

A positive opinion on one aspect of the proposed round-table industry conference was expressed here yesterday by Spyros P. Skouras, president of 20th Century-Fox, who declared that if Fox enters into a meeting with the exhibition group it will be on an individual basis; that is, without the presence of executives from other distributing companies. "We will insist on that," said Skouras.

The 20th Century-Fox president indicated that this decision had been made on advice of counsel, but that there had been no definite commitments entered into.

Para. Calls Executive Session at Studio To View Product

Eight completed major productions and portions of five others, representing what is claimed to be the greatest amount of film footage ever seen during a top-level Paramount Pictures meeting, will be screened in Hollywood next week for assembled distribution and production executives at a special sales-merchandising conference. George Weltner, head of Paramount worldwide sales, will preside at the meeting, which will open



George Weltner

(*Continued on page 6*)

Withholds Formal Commitment

RESERVATIONS BY JUSTICE ON E.F.F.G.

Won't Say 'Yes' or 'No' to Divorced Circuits Becoming Investors in Film-Financing Plan

The Department of Justice has declined to give any explicit sanction to investments by divorced theatre circuits in the Exhibitors Film Finance Group, members of the latter revealed yesterday.

This circumstance poses a serious problem in connection with EFFG's development and could set back its contemplated schedule of organization and operation many months. It has forced the postponement already of the projected meeting of EFFG stockholders here this coming weekend. No new date for the meeting has been set.

It had generally been expected that with even a conditional approval by the Justice Department of investment in EFFG by divorced circuits, sufficient funds might have been subscribed at the projected meeting here to permit the immediate completion of organizational work and the early start of financing of independent production. EFFG was conceived by Theatre Owners of America as an agency for

(*Continued on page 6*)

Record Billings End UA Drive; Winners: N. Y., Cleve., N. H.

United Artists' New York, Cleveland and New Haven exchanges have won the three grand prizes in the Bob Benjamin drive, it was announced by general sales manager B. G. Kranze, who co-captained the six month sales salute to UA's chairman of the board with William J. Heineman, vice-president in charge of distribution.

By capturing first place honors in the three competing groups, the branches have earned top shares of the $50,000 prize money. The winning

(*Continued on page 6*)

P.T.S. to Continue Pine-Thomas Org.

The P.T.S. Corp.—named for William H. Pine, William C. Thomas and Maxwell Shane—has been formed to continue the multiple-picture agreement under which Pine-Thomas Productions will be filmed for United Artists release, it was announced by Arthur B. Krim, president of United Artists.

The Pine-Thomas Productions label

(*Continued on page 6*)

Talent, Labor Hit Toll TV

Talent and labor in the theatrical industry of New York City opposed pay-to-see TV in a resolution adopted by the fact finding committee representing more than 25 A. F. of L. show business unions affiliated with the Central Trades and Labor Council.

The action followed a month's study by the fact-finding task force which

(*Continued on page 2*)

Toll TV Major Item At Rocky Mt. Meet

Special to THE DAILY

DENVER, May 10. — The Allied Rocky Mountain Independent Theatres annual convention today was addressed by Rube Shor, National Allied president, and Benjamin Berger, Central Allied president, with both urging members not only to take an active part in Allied affairs but to urge other independent exhibitors to join Allied

(*Continued on page 2*)

Senate Committee Urged to Restore USIA Budget Cuts

From THE DAILY Bureau

WASHINGTON, May 10.—U. S. Information Agency director Theodore C. Streibert urged a Senate Appropriations Sub-committee to restore all the money cut by the House from the agency's budget for the coming year, including the cut in the motion picture program's funds.

He asked for the full $88,500,000 originally sought for the agency for the year starting July 1. The House had voted only $80,500,000.

Urging approval of the full $4,484,000 sought for the film service, Streibert said this "represents the minimum requirements for carrying out a more specialized program." He noted that the $3,000,000 voted by the House was

(*Continued on page 6*)

Personal Mention

WILLIAM GERMAN, president of W. J. German, Inc., has left New York for a vacation in Europe.

•

PROF. P. JOHN BERGGREN, engineer who pioneered in the development of new photographic media, has recovered from surgery and will leave here tomorrow for his laboratory at Saratoga Springs, N. Y.

•

JULES LAPIDUS, Warner Brothers Eastern and Canadian division sales manager, will arrive in Washington today from New York.

•

JAMES JOVAN, president of Globe Film Co. and Monroe Theatre Co., Chicago, will leave New York on Sunday for Europe and the Near East.

•

NICHOLAS MATSOUKAS, Magna Theatre Corp. advertising-publicity director, has returned to New York from the Coast.

•

SHIRLEY WILSON, secretary to WALTER MIRISCH, Allied Artists executive producer, was married in Tiajuana, Mexico, to RICHARD SCHACHT.

•

ERNEST K. GANN, author of "Soldier of Fortune," will arrive in New York from the Coast on Friday.

•

H. B. ALLINSMITH, Westrex Corp. vice-president, has returned to New York from Hollywood.

•

PAUL FLODIN, Paramount's manager in Sweden, has arrived in New York from Stockholm.

•

BEVERLY MICHAELS has arrived in New York from London.

Rocky Mt. Meet

(*Continued from page* 1)

and thus help movements that will benefit themselves. Both pointed out that little could be accomplished in rectifying industry troubles unless officers had backing.

Neil Beezley, local president, urged members to work for a letter-writing campaign protesting toll television. He warned that the preponderance of letters to date favor toll television.

Berger discussed industry problems, naming high film rentals as one of the major issues.

The convention went on record as being against toll television and urged a meeting of distributor presidents with committees from Allied and Theatre Owners of America.

Directors elected included Beezley, Fred Hall, Gus Ibold, Joseph Ashby, Fred Anderson, Lloyd Greve, C. L. McLaughlin, Don Monson, James Peterson, J. K. Powell, W. A. Simon and Tom Smiley, Colorado; Marie Goodhand, Robert Kerr, Dr. F. E. Rider and Dorrance Schmidt, Nebraska; Burl Lingle and John Wood, Wyoming; Richard Bennett and Lloyd Kerby, Wyoming.

The convention closed with a dinner dance.

Further Overhauling

Introduce Bill to Simplify U. S. Customs Procedures

From THE DAILY Bureau

WASHINGTON, May 10.—House Ways and Means Committee chairman Cooper (D., Tenn.) and Rep. Jenkins (R., O.) introduced an administration-drafted bill to overhaul and simplify U. S. customs procedures still further.

The measure, designed to make things easier for importers, changes the methods for valuing imports, simplifies currency conversion procedures and repeals various obsolete provisions of existing tariff laws.

Cooper announced hearings would start on the measure on May 23, and that persons desiring to testify should notify the committee by May 19.

Meanwhile, House-Senate conferees are expected to meet this week to work out a final compromise version on the bill to extend the reciprocal trade agreements program. The Senate passed the measure late last night in practically the same form as reported by the finance committee.

The Senate bill contains several amendments to the House-approved measure, all designed to protect domestic industries. The administration may try to get some of these eliminated in the conference, even though the bill that passed the Senate was far closer to Administration desires than had originally been anticipated.

Film producers and distributors have been strong backers of the reciprocal trade program. Both House and Senate versions of the measure continue the program for three years with power to cut tariffs another 15 per cent.

Ohio Censor Bill

(*Continued from page* 1)

severe criminal penalties for the showing of an obscene picture. The other would reimpose censorship in the state under liberalized procedures and reduced fees but is vigorously opposed by the industry here regardless.

Edmund James, chairman of the subcommittee, said it would be "ludicrous to say we've come up with a perfect bill," adding that its drafting presented great difficulties from the constitutional and legal standpoint. He pointed out that it will bring in revenue of only $40,000 to $50,000 annually, compared to the $250,000 the old censorship law produced, which James described as "too much."

Sliding Scale of Fees

Fees in the old measure were $3 for each reel of every print. The new measure proposes the same fee for the first print; $3 for each additional print of 5,000 feet or more, $2 for each extra print of 5,000 to 1,000 feet, and $1 for each 1,000 feet or less. Newsreels, scientific and educational films would be exempt.

The measure would set up a board of three members and would provide narrower definitions of prohibited subject matter in an attempt to comply with recent U. S. Supreme Court censorship rulings. The proposed criteria are to be voted on individually.

The bill requires the board to give producers "findings of fact" and provides that producers may meet with the board to iron out differences. Producers would be given the right of appeal to the courts.

Six Grounds Defined

The bill defines six grounds for rejection for obscenity or lewdness and defines five areas "provocative of crime, including breach of peace, illegal use of narcotics or drugs."

Penalties for failure to submit films for censorship range from $250 to $300 for the first offense to from $300 to $500 for subsequent offenses.

Talent

(*Continued from page* 1)

delegated members of the various unions to research the claims of petitioners for pay-to-see TV under the spotlight of its impact on show business and American's basic economy. The resolution bears the signatures of committee chairman Solly Pernick and secretary Milton Weintraub.

Stating among other objections, that introduction of Pay-To-See programs would impose a "financial burden on millions of wage earners" in the lower income bracket the committee's resolution "earnestly requests the FCC to deny, in the public interest, any and all petitions seeking approval of pay-to-see TV over the 'free airwaves'." The resolution likewise urged the New York City Council to "act favorably on Resolution Number 410" introduced by Council president Abe Stark in opposition to coin-box TV programs.

Eight Unions Represented

Unions represented by the fact finding committee include Actors Equity, American Federation of TV and Radio Artists, Associated Musicians of Greater N. Y., Legitimate Theatre Employees No. B183, Radio and TV Broadcast Engineers Local 1212, Theatre Authority, Radio and TV Directors Guild, United Scenic Artists and others.

The labor unions' fact finding committee also stated its position to the FCC concerning free entertainment, information and educational programs "now enjoyed by millions of invalids, including hospitalized veterans and other shut-ins," which the resolution said, "would disappear from the airwaves."

Sign Tiomkin for 'Giant'

HOLLYWOOD, May 10.—George Stevens and Henry Ginsberg, co-producers of Edna Ferber's "Giant," have signed Dimitri Tiomkin to create and conduct the music score for the film.

'Coolness'

(*Continued from page* 1)

Owners of America president E. D. Martin and Allied States Association president Rube Shor, was sent Monday to company presidents who rejected the proposed May 24 meeting in New York on the grounds that they would not discuss individual company sales and trade policies.

Said the joint exhibition wire: "May I state that this is a misconception of the purpose of the conference. There is no intention to discuss individual company sales and trade policies but rather to present the serious plight of exhibition resulting in the closing of theatres and decrease in patronage and further the general sales policies of distribution that do not encourage licensing on the merits and ability to pay."

Still Under Consideration

The "general sales policies" portion of the wire met with the objections of the distribution spokesman who indicated that his company's immediate reaction remained in the negative. He added, however, that his company is "considering" the wire.

The telegram was sent to Loew's-M-G-M, Paramount, 20th Century-Fox, RKO Radio Pictures and Universal. It was considered significant in trade quarters that not one of the companies had an immediate affirmative response.

Two Reported Agreeable

The reason the wire was not sent to Columbia, Warner Brothers, United Artists and Allied Artists, according to a TOA spokesman here, was that those companies in their replies to the initial exhibition wire used other grounds for their rejection of the proposal, if they did reject or make a reply. It is understood that United Artists and Allied Artists have responded in the affirmative to the initial invitation.

Meanwhile, exhibition plans to hold a "pre-conference" meeting on May 23, individual organizational sessions of Allied and TOA leaders to be followed by a joint Allied-TOA meet.

Gilbert to Titanus

Justin Gilbert has been appointed American unit publicity representative for Titanus Film's "The Swindler." He arrived in Rome yesterday to join the production company.



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People

Fenner G. Headley, motion picture finishing supervisor for Du Pont's photo products plant at Parlin, N. J., has been named motion picture sales supervisor for the New York district. He succeeds **Norman F. Oakley,** who becomes special adviser on motion picture sales problems in the district.

¤

Jerome Steel, owner of the Apollo Theatre, Oberlin, O., has turned the theatre management over to his son, **Sandy,** and is devoting all his time to the Star View Drive-In, Norwalk.

¤

Benedict Kupchunos, of the Kupchunos theatre interests, Hartford, has been appointed Judge of the South Windsor (Conn.) Town Court.

¤

Don McMillan, formerly a cameraman with the Royal Canadian Air Force, has been engaged by Associated Screen Studios, Toronto, as newsreel cameraman covering the Ontario area.

¤

Frank Slavik, owner of the Mamac Theatre, Middlefield, and other Northern Ohio houses, has been appointed sales representative in that area for Taylor Freezers, dispensers of frozen custard and soft ice cream.

Goldwyn Resigns His SIMPP Membership

HOLLYWOOD, May 10.—Samuel Goldwyn, prominent in the formation of the Society of Independent Motion Picture Producers, in 1942, has resigned from membership in the belief that the organization has outlived conditions which prompted its founding, the producer revealed today in a formal statement which read in part:

"SIMPP has served a fine function. However, in recent years many independent producers who were among its original members have left SIMPP and a large part of independent production is being financed by major companies. SIMPP's area of activity has become quite limited. In view of these conditions, I felt there was no longer the purpose to be served by SIMPP which formerly existed and therefore on Feb. 8 I submitted my resignation."

S.O.S. Showing Thursday

S.O.S. Cinema Supply Corp. tomorrow will conduct its Eastern premiere showing of the Tel-Animastand, an animation and special-effects camera stand, and Tel-Animaprint, a hot press title machine. The demonstrations will be held at the company's showrooms here from 1 to 5 P.M., and will be continued all day Friday.

5th Week for Chaplins

The "Chaplin Festival" at the Fifty-Fifth Street Playhouse here has gone into a fifth week. This attraction comprises four Chaplin "classics," all with sound: "The Rink," "One A.M.," "The Pawnbroker," and "Behind the Screen." Mort Sackett, president of Guaranteed Pictures, controls these Chaplins world-wide.

Review

"Tall Man Riding"

(Warner Bros.)

RANDOLPH SCOTT stars in "Tall Man Riding," which is a tale of western vengeance developed along predictable lines. It should satisfy the actor's legion of fans. While motivations are not always clear, the pace is brisk and the action plentiful, which is as it should be in the cinematic West.

Joseph Hoffman's screenplay, based on a novel by Norman A. Fox, focuses on a feud between a despotic land baron, Robert Barrat, and a land-hungry saloon keeper, John Baragrey. Scott, a former rancher, rides into town one day after an absence of five years, vowing vengeance against Barrat who once had him whipped in public because he thought Scott was philandering with his daughter, Dorothy Malone. Scott immediately alienates Baragrey by refusing to join forces with him and sets about to get Barrat in his own way. Complications arise when the husband of Miss Malone, whom Scott still loves, is killed by the saloon forces and Scott is blamed.

The death, of course, paves the way for the legal uniting of Scott and the widow. Before that happens, however, there is an eerie duel fought between Scott and Barrat in a darkened cabin because—as Scott learns later to his chagrin—the old man is almost completely blind. In consequent action, Barrat and his daughter are thrown off their own ranch by a technicality in their ownership rights. This in turns leads to a wild land-grab for the newly available property which Scott wins, killing saloon-keep Baragrey in the process, and turns over to his former enemy and future father-in-law, Barrat.

Co-starring with Scott and Miss Malone is Peggie Castle, seen as the belle of Baragrey's bar and whose affection, completely platonic, for Scott earns her three bullets in the back. Among others in the cast are Bill Ching, as Miss Malone's husband; John Dehner, as Scott's two-timing lawyer, and Paul Richards, as Baragrey's evil trigger-man. David Weisbart produced and Lesley Selander directed.

Running time, 83 minutes. General classification. For release June 18.

25% of Industry's UJA Pledges In

Twenty-five per cent of the industry's pledges to the United Jewish Appeal of Greater New York is already in, Adolph Schimel, vice-president and general counsel of Universal Pictures, and chairman of the motion picture and amusement division of UJA, told the division's executive committee yesterday.

The group met at the offices of Barney Balaban, president of Paramount Pictures, to further the plans for the industry-wide luncheon in honor of Major Albert Warner on May 24 at the Hotel Pierre here.

Impressing the executive committee members with the urgency of the 1955 UJA drive, the division's chairman stated, "I cannot emphasize too strongly one specific point in our industry's drive: This money is saving human lives. It is being used in the prevention of blindness—" (Schimel referred to the UJA medical programs in the treatment of trachoma being carried on in North African ghetto-communities.)—"It is being used to rehabilitate innocent children and to create a healthy environment for them.

"Moreover," he concluded, "we cannot understimate the effect of our industry's luncheon on the campaigns of other UJA divisions. A successful amusement industry affair is of inestimable value in heightening the spirit of other industries and divisions."

E. N. Claughton Dies; Owned Fla. Circuit

MIAMI, Fla., May 10.—Edward N. Claughton, co-owner of Claughton Theatres here, died today of cancer at his Miami home. He was 60 years old and came to Miami 20 years ago from Columbus, Ga. He had been a semi-invalid for several months following an operation last November.

Surviving are his widow, Lillian; two sons, Edward, Jr., of Miami, and William C., of Birmingham, Ala., and a daughter, Mrs. Jerome Matthews, of Miami.

10th Birthday for N. J. Buying Group

Independent Theatre Service, booking-buying organization which represents approximately 90 per cent of the independent exhibitors in the North New Jersey area, celebrated its 10th "birthday" here yesterday with a luncheon, combining the event with a testimonial tribute to its president, Lee Newbury. The luncheon, held at Toots Shor's, was attended by exhibitor members, office personnel and representatives of the press.



Irving Dollinger

Irving Dollinger, vice-president and general manager, was toastmaster. In presenting Newbury with a golf bag, he traced the development of the organization, citing the assistance, financial and physical, rendered by Newbury.

A birthday cake with 10 candles was placed at the head table.

WB Sets 'Roberts' Trade Showings

A series of simultaneous "in-the-theatre" trade showings has been set by Warner Brothers on its forthcoming release of "Mister Roberts" in selected theatres in each of its 32 exchange centers over the country on May 23. In addition to exhibitors, the company is also inviting press, TV and radio representatives to attend the showings.

ASCAP Guide Out

The latest issue of the ASCAP Program Guide will be sent to all radio and television stations at the end of this week, sales manager J. M. Collins announced.

Weigh Using Of Screens In Toll TV Fight

The Committee Against Toll TV currently is giving consideration to a plan to show trailers in motion picture theatres urging members of the audience to write to the Federal Communications Commission giving their views on subscription television. A meeting to further consider the plan was held here yesterday and, while no decision was reached, a subcommittee was appointed to consider it further and bring in a recommendation possibly today.

Members of the subcommittee are Phil Harling of Fabian Theatres, Mort Sunshine of Independent Theatre Owners Association of New York, and Robert S. Taplinger, committee consultant.

It was learned that opposition to the plan was registered on the grounds that it resembled too closely the method of obtaining expressions addressed to the FCC being employed by Zenith Radio, which circularizes dealers, purchasers of its hearing aid devices, employes and others with whom it does business.

The Committee Against Toll TV has been critical of Zenith's strategy and wishes to avoid being accused of resorting to comparable measures. Hence, there appears to be real doubt that any attempt will be made by the committee to use the nation's theatre screens to stir up anti-toll TV sentiment among the theatres' 55,000,000 customers weekly.

'Hysterical Act,' Says Starr Of Zenith Refusal to Debate

Zenith Radio Corp.'s sudden refusal to debate the merits of its "Phonevision" slot-machine TV system with Alfred Starr, of Nashville, co-chairman of the Committee Against Pay-As-You-See TV, before the Hollywood Advertising Club in California next Monday was labelled "the hysterical act of a groggy opponent" by Starr, and he added:

"I can't understand this sudden change of attitude. The National Press Club in Washington received me most graciously when I debated with Millard Faught, a Zenith employee, on April 14. Only last Sunday I was deemed acceptable by the National Broadcasting Co., and Zenith, for a televised discussion of the issues on Pay-to-See TV opposite the Zenith vice-president in charge of sales.

"I'm too modest to think for one minute that the results of these two debates had any influence on Zenith's decision to back out of the Hollywood date. Let's say that the rapidly rising public resentment over Phonevision's brazen attempt to capture televised baseball, boxing, basketball, football, horse races and other top-notch entertainment has caused the proponents of this 'air grab' to change their tactics."

Festival Closes

With the showing of Italy's "Lost Continent" last night, the International Film Festival at Cannes came to a close. The festival displayed pictures from 34 nations, presenting 33 feature films and 48 shorts since its opening on April 25.



WELCOME FROM M-G-M ALL OVER THE GLOBE TO "GUYS AND DOLLS"!

We'll Tell the World! We'll Sell the World! The Largest Film Distributing Organization Hails the Picture That Will Make Movie History!

UNITED STATES: Albany • Atlanta • Boston • Buffalo • Charlotte • Chicago • Cincinnati • Cleveland • Dallas • Denver Des Moines • Detroit • Indianapolis • Jacksonville • Kansas City • Los Angeles • Memphis • Milwaukee • Minneapolis • New Haven • New Orleans • New York City • Oklahoma City • Omaha • Philadelphia • Pittsburgh • Portland • St. Louis • Salt Lake City • San Francisco • Seattle • Washington
CANADA: Calgary • Montreal • St. John • Toronto • Vancouver • Winnipeg
ARGENTINA: Buenos Aires • Bahia Blanca • Cordoba • Mendoza • Rosario • Santa Fe • **AUSTRALIA:** Sydney • Adelaide Melbourne • Brisbane • Perth • **NEW ZEALAND:** Wellington • **AUSTRIA:** Vienna • **BELGIUM:** Brussels • **BRAZIL:** Rio de Janeiro • Sao Paulo • Bello Horizonte • Recife • Porto Alegre • Ribeirao Preto Salvador • Curitiba • **BRITISH MALAYA:** Singapore • **BURMA:** Rangoon • **CHILE:** Santiago • **CHINA:** (Formosa) Taipeh • **COLOMBIA:** Bogota • Cali • Barranquilla Medellin • **CUBA:** Havana • **DENMARK:** Copenhagen • **EGYPT:** Cairo • **IRAQ:** Baghdad • **LEBANON:** Beyrouth **FINLAND:** Helsinki • **FRANCE:** Paris • Bordeaux • Nantes • Toulouse • Marseille • Strasbourg • Lyon • Lille • **ALGERIA:** Algiers • **TUNISIA:** Tunis • **MOROCCO:** Casablanca • **FRENCH INDO-CHINA:** Saigon • **GERMANY:** Frankfurt • Berlin Munchen • Dusseldorf • Hamburg • **GREAT BRITAIN:** London • Liverpool • Leeds • Manchester • Newcastle on Tyne Birmingham • **IRELAND:** Dublin • Belfast • **SCOTLAND:** Glasgow • **WALES:** Cardiff • **GREECE:** Athens • **HOLLAND:** Amsterdam • **HONG KONG:** Hong Kong • **INDIA:** Bombay • Calcutta • New Delhi • Madras • **INDONESIA:** Djakarta Soerabaya • **ISRAEL:** Tel Aviv • **ITALY:** Rome • Ancona • Milan • Padua • Turin • Florence • Bologna • Naples • Bari Catania • Genoa • Trieste • Cagliari • **JAPAN:** Tokyo • Nogoya • Osaka • Fukuoka • Sapporo • **MEXICO:** Mexico City Merida • Monterrey • **NORWAY:** Oslo • **PAKISTAN:** Lahore • Dacca • **PANAMA:** Panama City • **PERU:** Lima **PHILIPPINE ISLANDS:** Manila • **PORTUGAL:** Lisbon • **PUERTO RICO:** San Juan • **DOMINICAN REPUBLIC:** Ciudad Trujillo • **SOUTH AFRICA:** Johannesburg • **EAST AFRICA:** (Kenya Colony) Nairobi • **SPAIN:** Barcelona • Madrid • Valencia Bilbao • Sevilla • La Coruna • Murcia • Palma Mallorca (Balearic Islands) • Santa Cruz de Tenerife and Las Palmas (Canary Islands) **SWEDEN:** Stockholm • **SWITZERLAND:** Zurich • **THAILAND:** Bangkok • **URUGUAY:** Montevideo • **VENEUELA:** Caracas





IMAGINE!

From the outset "GUYS AND DOLLS" was news and continues to be during filming. A few of many press breaks: 4-pages in Colliers; articles in Look and Seventeen Magazines; double-page N. Y. Sunday Times Magazine; front page Amusement Section (*above*) "Brando Sings" in N.Y. Herald Tribune and more. Just the beginning. It will be one of the most publicized pictures of all time.

AND IN M-G-M THEATRES ABROAD!

ARGENTINA: *Buenos Aires*—Cine Metro; *Tucuman*—Cine Metro • **AUSTRALIA:** *Adelaide*—Metro Theatre; *Brisbane*—Metro Theatre; *Melbourne*—Metro-Collins St. Theatre, Metro-Bourke St. Theatre, Metro-Malverne Theatre; *Perth*—Metro Theatre; *Sydney*—Liberty Theatre, St. James Theatre, Metro-Manly, Metro-Kings Cross, Metro-Bondi, Metro-Crows Nest Theatres • **BELGIUM:** *Antwerp*—Metro Theatre; *Brussels*—Cameo Theatre, Queen's Hall Theatre • **BRAZIL:** *Rio de Janeiro*—Metro Passeio Theatre, Metro Tijuca Theatre, Metro Copacabana Theatre; *Sao Paulo*—Metro Theatre • **CHILE:** *Santiago*—Metro Theatre; *Valparaiso*—Metro Theatre • **COLOMBIA:** *Barranquilla*—Metro Theatre; *Bogota*—Metro Theatre, Metro Teusaquillo; *Medellin*—Metro Avenida Theatre • **EGYPT:** *Alexandria*—Metro Theatre; *Cairo*—Metro Theatre • **ENGLAND:** *London*—Empire Theatre, Ritz Theatre • **FRANCE:** *Toulouse*—Plaza Theatre • **INDIA:** *Bombay*—Metro Cinema; *Calcutta*—Metro Cinema • **ITALY:** *Turin*—Metro Cristallo • **PERU:** *Lima*—Cine Metro • **PUERTO RICO:** *San Juan*—Metro Theatre • **SOUTH AFRICA:** *Cape Town*—Metro Theatre; *Durban*—Metro Theatre; *Johannesburg*—Metro Theatre • **URUGUAY:** *Montevideo*—Metro Theatre

SAMUEL GOLDWYN'S

"GUYS AND DOLLS"

Starring

MARLON BRANDO • JEAN SIMMONS • FRANK SINATRA • VIVIAN BLAINE

Written for the Screen and Directed by **JOSEPH L. MANKIEWICZ**

Music and Lyrics by **FRANK LOESSER** • Choreography by **MICHAEL KIDD**

in **CINEMASCOPE** and **COLOR**

Photographed in **EASTMAN COLOR** • Based Upon the Play, **"GUYS AND DOLLS"** • Book by **JO SWERLING** and **ABE BURROWS** • From A **DAMON RUNYON** Story • Produced on the Stage by **CY FEUER** and **ERNEST H. MARTIN**

Distributed by **M-G-M**

National Pre-Selling

AMES A. LINEN, publisher of "Time" magazine, reports in his weekly letter to his readers that the review of "Heartbreak Ridge," Tudor Pictures, appearing in the current issue, "is one that could have been written only by someone who had been in Korea." The review was written by Peter Braestrup, second lieutenant, U.S.M.C.R., a contributing editor of "Time." He was critically wounded in Korea by a Chinese grenade while leading his men.

"Heartbreak Ridge" is having its premiere at New York's Paris theatre. The entire Braestrup review is reproduced in ads which appear in the weekday and Sunday editions of the New York "Times," advertising the premiere at the Paris.

•

Marlon Brando is on the color front cover of "Redbook's" May issue. He is the first man to appear on a Redbook cover.

In the same issue is a very interesting profile of Brando written by Merle Miller. It is illustrated by a full page color photo and many black and white shots. Brando's next film is Samuel Goldwyn's "Guys and Dolls."

•

Among the pictures recommended in the May issue of "Women's Home Companion" are "The End of the Affair," "Blackboard Jungle" and "Day of Triumph."

•

"Daddy Long Legs" is reviewed in the current issue of "Look." Photos taken during a Fred Astaire-Leslie Caron dance number appearing on a two page spread are used to illustrate the review. The reviewer reports "this picture is a warm story performed by ingratiating people." Leslie Caron says, "For once, I play someone for whom everything smiles."

•

A striking full color page ad on MGM's "The Prodigal" appeared in the May 8 issue of "American Weekly."

•

An eye-catching two-page editorial spread printed on a black background spotlighting Marlon Brando appears in the May issue of "Seventeen."

Character study photos taken during the time Brando made his first seven pictures constitute the pictorial part of the spread. However, a large portion of the text is devoted to Samuel Goldwyn's "Guys and Dolls," now in production.

By WALTER HAAS

Justice Dep't on EFFG

(Continued from page 1)

financing additional production in an effort to relieve the product shortage.

EFFG representatives called upon Justice Department officials in Washington as long ago as last February in an effort to ascertain the Department's attitude on the proposed participation of the divorced circuit companies in the production financing venture. At the time, Justice indicated it would study the EFFG plan and give some indication of its attitude prior to the already scheduled May 15 meeting.

There have been several conferences subsequently between EFFG representatives and Justice officials during which the views of the latter were expressed. EFFG now discloses that Justice has declined either to put its views on the subject in writing or to give either a flat approval or disapproval orally.

The effect appears to be that divorced circuits' participation in EFFG would be at their own risk insofar as any possible legal complications were concerned. The situation is regarded as a serious blow to EFFG hopes and plans because the circuits, naturally, were viewed as a substantial investment source, capable of getting the organization off the ground with a minimum of delay.

Whether investments by the divorced circuits will be made regardless of the absence of Justice Department clearance is not known but the development represents a serious setback in EFFG's time schedule, regardless. It had been hoped that directors and officers could be elected and production plans formulated at the May 15 meeting.

EFFG has Securities & Exchange Commission authorization to issue stock and many independent exhibitors and circuits throughout the country have indicated their desire to subscribe. Sam Pinanski, head of American Theatres, Boston; E. D. Martin, TOA president, and Mitchell Wolfson, Miami, have been instrumental in the planning and organization.

Pine-Thomas

(Continued from page 1)

will be maintained by the new corporation, of which Thomas is president and Shane, who has had a continuing association with Pine-Thomas, is vice-president. Thomas and Shane are partners in the independent producing company and Pine's heirs are retaining the late producer's interest in the corporation. Pine died on April 29 at the age of 59.

The United Artists agreement with P.T.S. calls for a maximum of three top budget Pine-Thomas productions to be made this year under a flexible production program.

The first two Pine-Thomas films for United Artists release will be "Lincoln McKeever," the Literary Guild novel by Eleazar Lipsky which is now being written for the screen by Lewis Meltzer, and "Mountains Have No Shadows," based on the novel by Owen Cameron, which will be the second production.

Senate Committee

(Continued from page 1)

below even the current year appropriation of $3,087,000 for this service.

Restoration of the film money, he told a sub-committee headed by Sen. Kilgore (D., W. Va.), would enable the agency to produce special documentary films, replace worn-out equipment and make additional film translations badly needed in key areas.

Record UA Billings

(Continued from page 1)

exchanges are managed respectively by Joseph Sugar, Dave Rosenthal and Irving Mendelson.

The sales effort embracing 32 branches in the United States and Canada is underscored by the fact that the final week's billings of $1,900,000 marked the greatest seven-day total in United Artists' 36-year history, Kranze said. This domestic figure exceeds the biggest world-wide receipts ever recorded by the company for a similar period, he added.

The average weekly billings during the Benjamin drive, Kranze disclosed, were $687,500, representing an aggregate of more than $17,876,000 for the 26-week sales push.

Eastern-Southern First

First place in the competition among UA's divisions went to Milton E. Cohen's Eastern and Southern division. Fred Meyers' New York-Metropolitan group took top honors in the district standings, with John Turner's Eastern district winning second-place money.

Also participating in the division of the $50,000 cash awards are the runners-up among the 32 branches that competed in three groups of equal grossing potential.

Trailing New York in the first group was Sidney Cooper's Washington branch, with Richard Carnegie's Los Angeles exchange taking third place.

Second place winner after Cleveland in the second group was the Buffalo branch led by Stanley Kositsky, while Harold Keeter's Charlotte exchange earned the third-spot prize. Runner-up to New Haven in the third group was James Hendel's Pittsburgh office, followed by the Milwaukee exchange under Joe Imhof.

Whorf Joins WB

The signing of Richard Whorf to a long-term contract as a producer for Warner Bros. studios was announced this week. Whorf reports to the Burbank studios immediately to start studying properties for his first Warner Bros. picture.

Paramount

(Continued from page 1)

on Monday at the studio and continue all week.

Attending from the home office, in addition to Weltner, will be Jerry Pickman, vice-president in charge of advertising-publicity; E. K. (Ted) O'Shea, vice-president in charge of Eastern U. S. distribution; Hugh Owen, vice-president in charge of Western U. S. distribution, and Robert J. Rubin, administrative executive; and the following division managers: Gordon Bradley (Southern), H. Neal East (Western), A. M. Kane (South Central), Howard G. Minsky (Mid-East), John G. Moore (Eastern) Bryan D. Stoner (Central) and Gordon Lightstone (Canada). Sidney Deneau, assistant to O'Shea, and Al Fitter, assistant to Owen, also will attend from the home office.

Pickman will preside at sessions devoted to discussions of advertising, publicity and exploitation, with Sid Blumenstock, assistant national director of these three facets, assisting. Pictures on which sales and merchandising plans will be set include: "The Seven Little Foys," "My Three Angels," "Ulysses," Alfred Hitchcock's "To Catch A Thief," Frederick Brisson's "The Girl Rush" and "You're Never Too Young."

Jack Diamond Heads 'U' Studio Publicity

HOLLYWOOD, May 10. — Jack Diamond, who served as assistant to the late Sam Israel, today was named to succeed him as studio publicity director of Universal-International. The appointment was announced by David A. Lipton, vice-president, in keeping with the studio's policy on promotion within the ranks, he said. Israel died of a heart attack on April 21.

Diamond joined Universal-International in 1949 after a long career in journalism and film and entertainment publicity. He was a reporter and feature writer for the Chicago "Daily News" and the United Press prior to his entrance in public relations. Diamond came to Hollywood from New York in 1943 and worked for six years in the Warner Brothers publicity department.

YOU ARE INVITED . . .

Eastern Premiere Showing

Thursday, May 12th, 1 to 5 P.M., and All Day Friday

The TEL-ANIMASTAND—Animation Stand—$1995

The TEL-ANIMAPRINT—Hot Press Title Machine—$395

The designers will demonstrate this first low cost Professional Animation Stand with a specially engineered Hot Press. Come and see how stop motion and titling have been simplified.

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 93 NEW YORK, U.S.A., THURSDAY, MAY 12, 1955 TEN CENTS

EDITORIAL

Theatres' Allies Against Toll TV

By Sherwin Kane

WHILE Zenith Radio officials in Chicago sarcastically "thank" Alfred Starr and Trueman Rembusch for aiding the cause of subscription television by putting the subject on the air and into forums across the land, there are others whom the Committee Against Toll TV can thank for assistance with far greater sincerity than is possible for Zenith's men to put into its acknowledgements.

That would be, of course, such proponents of toll TV as Walter O'Malley, president of the Brooklyn Dodgers ball club, who by all odds have been of far greater service to exhibition's than to toll TV's cause.

•

O'Malley, you will remember, identified himself as a long-time toll TV enthusiast who can hardly wait until it's possible to try charging 50 cents per television set to all those free-loaders who have been sitting at home looking at Dodger games on their TV sets for free.

The Dodgers, of course, have been collecting about $500,000 per season from sponsors, but O'Malley's point is that even if the vastly smaller public than now watches the games for free can be assessed 50 cents per unit, his organization stands to net a few dollars more and his attraction will be switched from free to pay TV.

•

And O'Malley is not to be blamed. Major league ball clubs are in business, too.

The point is that O'Malley typifies the state of mind of anyone now offering a successful sponsored television program to home viewers at no cost to the latter. If such programs can realize a higher price on the subscription TV market than a sponsor is willing to pay, there is no question about where the program will go.

That is exactly what Starr and

(*Continued on page 2*)

'Split' Move Vs. Toll TV

Special to THE DAILY

BANGOR, Me., May 11.—A bid to split the trio of proponents of pay-to-see TV was launched today by Leon P. Gorman, Jr., chairman of New England Broadcasters for Free-TV, with a telegraphed invitation to Paul MacNamara, vice-president of International Telemeter, to join "Organizations for Free-TV" of which Gorman's group is a unit.

Gorman's action followed the report last week that Telemeter is considering a two-city experiment of its coin-box TV system on "closed circuits" utilizing cable transmissions rather than broadcast channels now allocated to free-TV. Zenith and Skiatron, to date, have given no indication they intend to abandon their efforts to take over channels now used by networks

(*Continued on page 7*)

GPE Registers 100,000 Preferred Shares With SEC

A registration statement covering 100,000 shares of cumulative preferred stock, without par value, was filed yesterday with the Securities and Exchange Commission by General Precision Equipment Corp. The company proposes to offer 67,176 shares of the new preferred in exchange on a share-for-share basis for four series of its outstanding non-convertible preferred

(*Continued on page 6*)

Develop Plans For Trade Assn. Of TV Industry

Distributors of films for television yesterday appointed a committee of eight, headed by Dave Savage of Guild Films, to develop a plan for the organization of a trade association which will have a similar industry function as that of the Motion Picture Association of America.

The group was appointed following a meeting of approximately 30 representatives of the major distributors of films for TV at the offices of General Teleradio, Inc., here.

The committee was instructed by Dwight Martin of General Teleradio, who presided at the meeting, to determine the tentative qualifications for membership in the industry trade association and to recommend an orderly procedure for implementing a plan for the organization.

The representatives of the TV film distributors favored the formation of

(*Continued on page 7*)

Circuits Weighing E.F.F.G. Procedure

National circuit executives questioned here yesterday said the matter of investment by divorced theatre companies in the Exhibitors Film Finance Group without authorization from the Department of Justice in advance was a matter for legal study.

They implied that there was little

(*Continued on page 7*)

To Be Issued June 1

Audience Poll Procedure in Compo Exhibitor Brochure

Robert W. Coyne, special counsel for COMPO, anounced yesterday that a brochure giving details of COMPO's national audience awards poll will be issued on or about June 1 to exhibitors throughout the country. Distribution will be made through regional offices of National Screen Service.

Distributed with the 12-page booklet will be a ballot on which exhibitors can mark their nominations of pictures and personalities. The nominations will be made from lists supplied by distributors of pictures released between Oct. 1, 1954 and March 31, 1955. Subsequent ballots will be sent out covering pictures released in the April-May-June and the July-August-September periods.

The nominations will express the exhibitor's preference in each of the following categories: best picture released during the nominating period, best star performance by an actor, best star performance by an actress, most promising new young personality (male) and most promising new young personality (female). Under the rules, each picture nominated must bear the Production Code seal, and all personalities must have appeared in one or more of the eligible pictures.

Exhibitors will be asked to make

(*Continued on page 6*)

Customer Talks Only

Schenck Says M-G-M Stands On Its Record

Reply to Shor Bid Makes General Parley Unlikely

M-G-M will stand on its record in its willingness to listen to and discuss problems of exhibitors provided such discussions are held exclusively with its customers, it was stated in a telegram by president Nicholas M. Schenck to Ruben Shor, president of Allied States Association, in response to a request by a joint Theatre Owners of America-Allied request for a reconsideration of an industry round-table. In effect, Schenck's telegram rejected the bid for a conference with exhibitor leaders if such a conference included executives of other distribution companies.

Spyros Skouras, president of 20th Century-Fox, took a similar stand on Tuesday when he told MOTION PIC-

(*Continued on page 6*)

Booth Space Sales Moving Fast for Allied Trade Show

Rental contracts for booth space for the joint Allied-theatre equipment and popcorn manufacturers associations trade show this year are exceeding expectations, according to Fred Matthews, president of Theatre Equipment Supply Manufacturers Association, and Jack Kirsch, Allied general chairman for the event.

The trade show, to be held at the Morrison Hotel, Chicago, Nov. 6-9, is being sponsored by Allied, TESMA, Theatre Equipment Dealers Association and the International Popcorn Association.

Contracts for 72 per cent of booth

(*Continued on page 7*)

TEDA Will Assist S'Eastern Festival

The Theatre Equipment Dealers Association has arranged for its executive director, Ray G. Colvin to spend 30 days in Georgia, Alabama and Florida during the "Movie Festival" to be staged by the exhibitors of these Southeastern states. He will speak before some 25 civic groups.

J. H. Thompson, president of the

(*Continued on page 7*)

Personal Mention

ALFRED E. DAFF, Universal-International executive vice-president, will leave Hollywood by plane today en route to Barcelona, Spain.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, have returned to New York from Chicago and other cities of the Midwest.

•

DALE TURNBULL, son of ERNEST TURNBULL, supervisor of 20th Century-Fox's interests in Australia, has become engaged to VIRGINIA FULLER, of Elizabeth Bay, Australia.

•

RUDOLPH STERNAD, production designer for STANLEY KRAMER, arrived in New York yesterday from Hollywood, and will leave here tomorrow for Madrid, Spain.

•

JEROME PICKMAN, Paramount vice-president of advertising-publicity, will leave New York over the weekend for the Coast.

•

AUGUST ILG, retired former owner of the Ohio Theatre, Lorain, O., has left there with his daughter for a three-month trip to Europe.

•

SHEP BLOOM newly-appointed 20th Century-Fox branch manager in New Haven, has moved his family there from Philadelphia.

•

STEVE BROIDY, president of Allied Artists, will leave the Coast by plane today for New York.

•

E. S. GREGG, president of Westrex Corp., will leave here by plane today for Tokyo.

•

G. RALPH BRANTON, Allied Artists vice-president, has returned to Hollywood from New York.

•

JOHN ARNOLD, M-G-M cameraman, has returned to the Coast from New York.

•

BERNIE MENSCHELL, of Community Amusement Corp., has returned to Hartford from New York.

•

MORRIS KEPNER, of the Burnside Theatre Corp., East Hartford, has returned there from New York.

•

DAVID O. SELZNICK will arrive in New York today from Hollywood.

•

NOEL COWARD will arrive today from London via B.O.A.C. Monarch.

Superscope for Bogeaus

HOLLYWOOD, May 11.—Benedict Bogeaus Productions, Inc., has completed negotiations with Joseph and Irving Tushinsky to film Bogeaus' forthcoming production, "Tennessee's Partner," in Superscope. "Tennessee's Partner," for distribution by RKO, stars John Payne, Rhonda Fleming and Ronald Reagan. Filming in Technicolor will begin on Monday under the direction of Allan Dwan.

Editorial

(Continued from page 1)

Rembusch have been shouting these several months past—a warning to the pubilc that the best on TV now available without charge, will be charged for should toll TV be authorized. Their contention is that, far from bringing new and presently inaccessible programs to television, toll TV simply will impose a charge on the viewer for most of the programs he now obtains free.

To that, the Walter O'Malleys have publicly said "Amen."

The Committee Against Toll TV and exhibitors generally owe them a heartfelt vote of thanks.

Mexico's Reachi Is Dead at 54

MEXICO CITY, May 11.—Manuel Reachi, 54, prominent in the Mexican picture industry as producer and organization executive, died in his home at Cuernavaca, of cancer, from which he had long suffered. He was board vice-president of the Picture Producers and Distributors Association. Burial was in Cuernavaca. His mother and three brothers and a three-year-old son from his third marriage survive. A brother, Santiago, is president of Posa Films, S. A., producer of pictures of "Cantinflas" (Mario Moreno).

Eastman's Chapman Honored By French

PARIS, May 11.—The insignia of the Knight of the Legion of Honor was bestowed on Albert Chapman, president of Eastman Kodak Co., in a surprise ceremony at the French Kodak-Pathe offices.

The French Foreign Ministry had proposed the honor for him and the decree of his nomination was signed by President Rene Coty on May 5. However, when Chapman, who is here in the course of a Western European business trip, entered his company's Paris office he was unaware that the decoration awaited him.

Report Technicolor Buying H-F Lab

HOLLYWOOD, May 11.—Technicolor Corp. is reported here to be in the process of purchasing the former Cinecolor laboratory from Houston-Fearless Corp. which has operated the plant under the name of Color Corp. of America. Price is said to have been $500,000 with the transaction now in escrow.

Industry people in New York who are close to the Color Corp. of America status said that its plant on the Coast had been dismantled and that the equipment had been removed. They appeared to be puzzled as to what Technicolor was buying.

Herbert Miller, Trade Journalist, Succumbs

PHILADELPHIA, May 11.—Herbert M. Miller, 48 years old, editor of Jay Emanuel's "The Exhibitor," died at the Einstein Medical Center, Southern Division, today following a lingering illness. He was a Variety Club member, Motion Picture Associates and Motion Picture Pioneers.

Miller is survived by his wife, Mildred, a son, Bruce, and a brother, Leo, of Bridgeport, Conn. Funeral services will be held at 11 A.M., Friday, at the Joseph Levine and Sons Funeral Home here. Interment will be in Mt. Sinai Cemetery, this city.

Skouras to Honorary Medical College Post

Spyros P. Skouras, president of 20th Century-Fox, has been appointed honorary chairman for the fund raising drive of New York Medical College, Flower-Fifth Avenue Hospital.

Charles D. Halsey, chairman of the board of trustees, made the announcement. Skouras holds an honorary degree of Doctor of Humane Letters conferred upon him by New York Medical College in 1954 for his philanthropical work and his leadership in the field of visual education.

Bryant Joins UCP

Howard Bryant, former administrative director for the Theatre Owners of America, has joined United Celebral Palsy as campaign administrative manager.

Wm. German Promises 'Gala' Convention For VC in N. Y.; First Meeting May 20

William German, chief barker of the New York Variety Club Tent No. 35, received the news that New York had been selected as the locale for the 1956 international convention while on board ship en route to Europe.

Expressing "pleasure" at the news, German sent a message by ship radio to the tent headquarters here, stating that "we promise Variety Clubs International a gala program that will show the delegates why New York has become the convention capital of the world." Continuing, he radioed:

"Tent No. 35 is proud to be host to next year's convention, and we will more than justify Variety's faith in us. I plan to take an active part in the program as soon as I return to New York. Meantime, the crew has scheduled a luncheon meeting with international chief barker George C. Hoover on May 20 for a preliminary discussion of our plans to make next year's convention a truly memorable one."

News Roundup

Filmed Lecture

An hour-long filmed lecture by Harold Sherman, co-author of the current self-help book, "TNT—The Power Within You," has been acquired by Gibraltar Motion Picture Distributors. Sam Nathanson, president, currently is setting up regional distribution. The picture has had test showings in Denver and San Diego.

■

Lobby Art Gallery

The Little Carnegie here will present an exposition of South American art, crafts and wildlife in conjunction with the American pemiere of IFE's "Green Magic" on Monday.

■

Brando Buys Novel

Marlon Brando has taken an option on "Man on Spikes," a baseball novel by Eliot Asinof, which he plans to develop into his first independent film production next fall. The star, currently completing "Guys and Dolls," intends to play the role of the hero.

■

Object to Drive-In

Decision on granting authorization for construction of a Berlin, Conn., drive-in theatre to George LeWitt, New Britain, Conn., theatre owner, has been reserved by State Police Commissioner John C. Kelly, following a public hearing at State Police headquarters here. Berlin's Town Planning Commission and several residents have been objecting to LeWitt's plans for some time.

■

Installs Answering Service

The Hartford Theatres Circuit has installed automatic phone answering service, providing feature, cast and time information during non-performance hours, at the Art, Central, Colonial, Lenox and Lyric Theatres.

■

New 'Art' Theatre

A new "art" theatre will make its bow in New York this fall, according to David Fine, presently managing director of the Stanley Theatre. Located at 44th Street and 8th Avenue, in Manhattan, the new theatre will be known as the "New Cameo." Occupying the premises now is the Squire Theatre, a 550 seat "exploitation" house.

■

Reopen Drive-In

The Northside Drive-in, Watertown, N. Y., reopened last weekend. One of three automobile theatres near that border city, it is owned by Dr. Philip Liebig, of Granville, N. Y.

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People

Armand G. Erpf, partner in the investment firm of Carl M. Loeb, Rhoades and Company, has been elected a member of the board of directors of Allen B. Du Mont Laboratories, filling the vacancy created by the resignation of **Bruce T. Du Mont.**

¤

John Payne has been appointed sales representative for Dixie Theatre Service in Atlanta.

¤

Clyde Cole, formerly manager for Martin Theatres in Phenix City, Ala., has been named manager of the Panama Theatre, Panama City, Fla.

¤

Leroy Kendis, **Meyer Fine** and **Abe Kramer** of Associated Theatres, Cleveland, are branching out from the amusement field. They have purchased a 97-suite apartment building in Cleveland for a reported $970,000.

¤

Teresa Locatelli has been appointed manager of the East Hartford Family Drive-in, South Windsor, Conn., replacing **Anthony Scavatto.**

¤

James O. Moore, Jr., who has been named New York State Solicitor General, is a member of the Buffalo law firm which has been defending the Schine interests in recent Federal court cases.

¤

Paul S. Wood, Century, Fla., theatre owner, has taken over the Coosa Theatre, Gadsden, Fla.

¤

F. D. Harrington has been named assistant to **Jesse Jones,** operating a circuit in Oregon. He replaces **"Chuck" Charles** who recently took over the Camas Theatre, Camas, Wash.

¤

J. Williams Mullins has purchased the Citrus Drive-in at Hernando, Fla., from **J. B. Wagner.**

¤

Curtis Mays, formerly manager of the Roxy Theatre, Atlanta, has been named manager of the Paramount Theatre, that city, succeeding **Sam George**, resigned.

¤

Harold Dash, formerly in the office equipment field, has been named sales and service manager of the Jam Handy Organization in the Chicago area.

¤

George Peterson, formerly owner of the Geneva Drive-in, San Francisco, has purchased the Kings Drive-in at Armona, Calif.

¤

Walter Ahrens has been named manager in the Pittsburgh (Calif.) area for Blumenfeld Theatres, San Francisco, succeeding **Nate Krevitz**, who has resigned to enter the insurance business.

¤

Frank Penny has taken over the Windsor Theatre, Canton, Ohio, from Ernest Brown.

Some Smoke-Filled Rooms

Crass Commerce Went on Behind Cannes' Plush Show

By HENRI KAHN

CANNES, May 9 (By Air Mail).—The eighth Cannes Film Festival emerged as a trade fair in which business was every bit as important as glamour.

Robert Cravenne of Unifrance Film told this reporter that never before had there been so many distributors and art theatre exhibitors present. Among them were Simon Fabian, Walter Reade, Jr., and Jacques Mage. The latter took the opportunity to examine certain production problems since he now intends entering the production field and will work in France.

Throughout the Festival the business side put in a full day's work every day. The Russians came up with some offers and bought the strong, color film "Le Rouge et le Noir" which was top French production last year.

France, Germany and Italy seized the opportunity to discuss a new scheme to widen their own markets. The French told the Germans and Italians that they were going to lose a lot of money this year. The Germans admitted they were, too, and although the Italian picture looked less gloomy it could not be called really bright. So talks centered around a scheme which, if it comes off, will permit all imported pictures of the three countries to be included in the national quota. How that will influence the U. S.-Franco talks which open later this year remains to be seen.

Spiegel Happy

The U. S. wished to make as deep an impression as possible and did so early in the Festival with the Hecht-Lancaster production, "Marty." This reporter met the M.P.A.A. representative, Mark Spiegel, after the film had been shown and he was beaming. "Looks very good to me," was all he had to say.

The accent on fewer films was not well received here. Reade said there is a serious film shortage and he was looking for pictures over here. "For heaven's sake, keep French pictures French, and do not try to copy the U. S.," was all the advice he could give, but he gave it often.

Most of the U. S. companies put on special morning showings for exhibitors. They were well attended.

The British hinted that they were going to ask for 25 dubbing licenses this year, and the French scowled a little. It was evident a storm was blowing up as France will not grant extra visas without receiving something in return.

The French intend dubbing five of their films into English just to see if the British want them. But as they are being dubbed in France the technicians' unions are expected to voice loud objections.

108 Films Shown

All such subjects were discussed behind the show of films and the glamour. Seventy-five features and documentaries from 33 countries made a good offering, but the Festival itself seemed more interested in finding ways and means of reorganizing trade on both a national and international scale.

'Marty' Wins Top Award at Cannes

CANNES, March 11.—United Artists' "Marty," Hecht-Lancaster production starring Ernest Borgnine and Betsy Blair, today was awarded the Grand Prize at the International Film Festival.

"Marty" is the first American motion picture selected as the top prize winner at the Cannes competition.

"East of Eden" was honored as the best dramatic film, while Spencer Tracy took the top acting award for his performance in "Bad Day at Black Rock."

Currently in the fifth week of its world premiere engagement at the Sutton Theatre in New York, "Marty" was produced by Harold Hecht and directed by Delbert Mann. Paddy Chayefsky adapted the screenplay from his original prize-winning drama.

33 Films in Work At Coast Studios

HOLLYWOOD, May 11.—Production companies started seven pictures and finished five others to wind up the week with a total of 33 facing the lenses.

Started were: "Night Freight" and "Gun Point," CinemaScope, Technicolor (Allied Artists); "The Houston Story" and "Joe Macbeth," Film Locations, Ltd. (Columbia); "Bombay Flight 417," Paal-Filmistan, Ltd., Eastman Color, and "Wetbacks," Pacific Coast Pics., Eastman Color (Independent); "Diane," CinemaScope, Eastman Color (Metro - Goldwyn-Mayer).

Completed were: "Thunderstorm" and "Jail Busters," (Allied Artists); "Queen Bee," (Columbia); "The Menfish," W. Lee Wilder, Eastman Color (Independent); "The Animal World," Technicolor (Warner Bros.).

TOA May Seek New N.Y. Convention Site

Officials of the Theatre Owners of America may seek a new site for the exhibitor group's 1956 convention because of this week's construction collapse of the New York City Colosseum, it has been learned here.

TOA had contracted with the Colosseum to hold its annual convention Sept. 19 to 25 in New York next year. The 1955 annual meet of TOA will be held at the Ambassador Hotel in Los Angeles, scheduled for Oct. 6 through 9.

'Bouncing Back'

Says Mexican Film Industry Is Recovering

Special to THE DAILY

MEXICO CITY, May 11. — The Mexican film industry will soon recover from its depression, thanks to government aid, the Producers Association said in an open letter to President Adolfo Ruiz Cortines and Angel Carvajal, Secretary of the Interior, the top administration department that wards over the industry.

The government program of arranging for reorganization for better pictures of producers, and the $6,000,000 annual income from exhibition of Mexican pictures abroad, is helping the Mexican film industry to "bounce back," the producers association said.

Eduardo Garduno, head of the semi-official Banco Nacional Cinematografico, and Cinex, which the government organized to control distribution of Mexican films overseas, announced that the industry will be helped to keep pace with the cinematographic modernization in the matter of wide screens, color and sound. "That keeping pace is imperative for the Mexican industry to survive," Garduno stressed and added that production costs will increase by an average of $40,000 per picture under the program,

Bank Has $200,000 Profit

The banker lamented that the industry cannot as yet count upon private banks resuming the financing of film production, a business from which they voluntarily withdrew some years ago and left all to the Cinematographic bank. "That bank," Garduno asserted, "has always shown a profit and last year, its tax-free net profit was $200,000." The government always puts the bank's profits back into the business and now has $1,280,000 working capital, enough for current production but far under par to handle the production reorganization, he said.

'Sea Chase' Starts Off SE 'Movie Festival'

Warner Brothers' "The Sea Chase," CinemaScope-WarnerColor drama starring John Wayne and Lana Turner, will begin its 300-theatre mass bookings today to launch the Southeastern Movie Festival which embraces a 30-day program beginning May 16 throughout four Southern states.

Tennessee, Alabama, Florida and Georgia are the four states celebrating the festival. Motion picture exhibitors, newspapers, merchants, radio and television stations and civic groups throughout all four states will take part in the festival events.

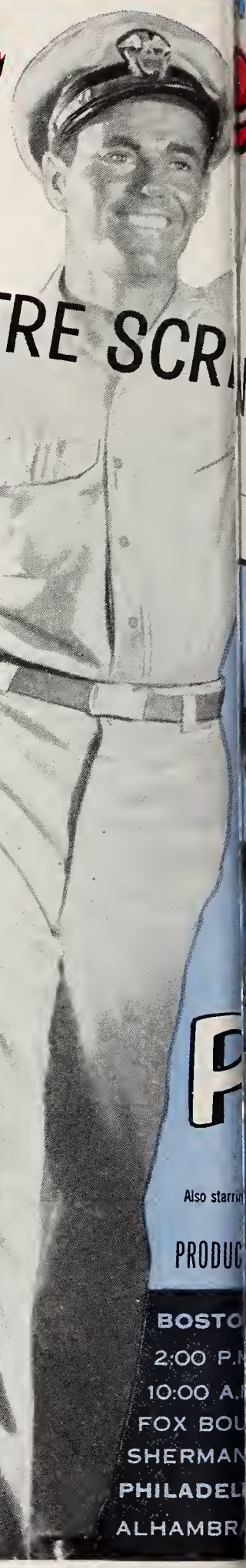
A festival kick-off luncheon will be held in Atlanta on Tuesday, attended by Gov. Marvin Griffin of Georgia and the mayors of several Southern cities. At the luncheon, Governor Griffin will present an official proclamation designating May 16 to June 16 as "Movie Festival Month" in Georgia.

On the same day similar luncheons will be held in Tennessee, Florida and Alabama.

INVITATIO

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"Mister



AT THE SPECIAL THEATRE SCR





STARRING Henry Fonda · James Cagney

CINEMASCOPE WARNERCOLOR STEREOPHONIC SOUND

Based on the play by THOMAS HEGGEN and JOSHUA LOGAN

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PRODUC

TIME AND PLACE OF SHOWINGS

ALBANY STRAND 10:00 A.M. • **ATLANTA** RHODES 9:30 A.M. • **CHICAGO** B&K CENTURY 10:00 A.M. • **CINCINNATI** VALLEY **DES MOINES** DES MOINES 9:30 A.M. • **DETROIT** FISHER **KANSAS CITY** FOX BROOKSIDE 2:00 P.M. • **LOS ANGELES** • **MINNEAPOLIS** STATE 9:30 A.M. • **NEW HAVEN** ROGER **OKLAHOMA** MIDWEST 9:30 A.M. • **OMAHA** CENTER 1:30 P.M. **SALT LAKE CITY** CENTRE 9:30 A.M. • **SAN FRANCISCO**

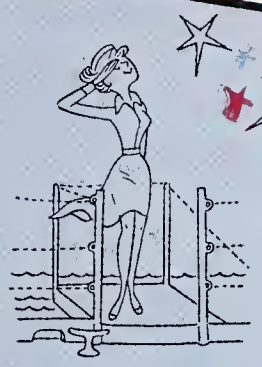
BOSTO
2:00 P.M
10:00 A.M
FOX BOU
SHERMAN
PHILADEL
ALHAMBR



Nothing we can say about "Mister Roberts" can describe the tremendous lift it will give every showman who sees it. The most loved and laughed-with play of our day, it ran three years on Broadway and six years nationwide. Its Broadway and roadshow grosses established it as the wonder-play of all time. Now come see for yourself as wonderful a motion picture as there has ever been —and bring Mrs. Exhibitor along.

Warner Bros.









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well · Lemmon

R · WARD BOND · PHIL CAREY · Screen Play by FRANK NUGENT and JOSHUA LOGAN
ND HAYWARD Directed by JOHN FORD and MERVYN LeROY MUSIC COMPOSED AND CONDUCTED BY FRANZ WAXMAN

11:00 A.M. • **BUFFALO** CENTER 10:00 A.M. • **CHARLOTTE** CAROLINA 10:00 A.M.
LAND COLONY 1:30 P.M. • **DALLAS** MAJESTIC 9:30 A.M. • **DENVER** OGDEN 2:30 P.M.
NAPOLIS FOUNTAIN SQUARE 1:30 P.M. • **JACKSONVILLE** ST. JOHNS 9:15 A.M.
2:00 P.M. • **MEMPHIS** WARNER 10:00 A.M. • **MILWAUKEE** WARNER DOWNTOWN 10:00 A.M.
. • **NEW ORLEANS** PITT 9:30 A.M. • **NEW YORK** R.K.O. 86TH ST. 9:45 A.M.
MODORE 11:00 A.M. • **PITTSBURGH** SCHENLEY 11:00 A.M. • **PORTLAND** 21ST AVE. 2:00 P.M.
• **SEATTLE** EGYPTIAN 2:00 P.M. • **ST. LOUIS** ST. LOUIS 2:00 P.M. • **WASHINGTON** AMBASSADOR 10:00 A.M.

Audience Poll

(*Continued from page* 1)

one nomination in each of the five categories. A pre-paid postage envelope is enclosed in which the nominating ballot should be mailed. The envelopes are addressed to Price Waterhouse & Co., public accountants, which will tabulate the results. A similar procedure will be followed in subsequent nominations.

The names of all pictures and personalities chosen in the three nominating periods will appear on the final ballot to be voted upon by the motion picture public during the annual election from Nov. 17 to 27, inclusive.

Press Book Will Follow

The brochure also will contain the rules governing the poll, a list of accessories to be made available to exhibitors, comments by industry leaders, and a descriptive account of past regional polls conducted by theatres in the Midwest, South and Rocky Mountain areas.

Mailing of the brochure will be followed shortly by the distribution of a press book, which is now in preparation by the COMPO staff.

GPE Registers

(*Continued from page* 1)

stock. The remaining 32,824 shares together with any unexchanged shares will be purchased from the corporation for public offering by an underwriting group headed jointly by the First Boston Corp. and Tucker, Anthony & Co. The dividend rate and price on the new stock will be determined just prior to the effectiveness of the registration statement, expected about May 31.

As part of the current financing program, the company expects to call for redemption any unexchanged shares of old non-convertible preferred stock and all outstanding shares of its $2.90 cumulative convertible preferred stock not converted into common stock within the permitted period prior to redemption.

Has 21 Subsidiaries

A management company, General Precision, controls 21 subsidiaries engaged principally in the design and production of a wide range of high-precision instruments, components and systems for industry and defense. Net proceeds from the sale of the unexchanged shares of new preferred and from the concurrent borrowing of $6,500,000 on a long-term note will be added to working capital out of which $10,000,000 in notes outstanding under a revolving credit will be repaid.

Delay Delinquency Hearing on Films

From THE DAILY Bureau

WASHINGTON, May 11.—A Senate Judiciary sub-committee has put off until mid-June or later hearings originally scheduled for the latter part of this month on the effect of motion pictures on juvenile delinquency.

Sub-committee officials said a conflict with another planned hearing necessitated the postponement.

Variety Club Cooperating

'Nickelodeon' Celebration Shaping Up in Pittsburgh

PITTSBURGH, May 11.—"Every Man His Own Chairman" is the theme for the nation-wide celebration of the Golden Anniversary of the Nickelodeon, world's first all motion picture theatre, on Sunday, June 19.

Around Pittsburgh, where the late John P. Harris, nationally famous showman, founded the Nickelodeon in 1905, independent exhibitors are joining with the Stanley-Warner and Harris theatres in a special observance which will include special programs in all houses throughout the month of June.

The Historical Society of Western Pennsylvania, together with Pennsylvania Gov. George M. Leader, Mayor David L. Lawrence, and Allegheny County Commissioners John J. Kane, Harry W. Fowler and John M. Walker, will dedicate a new placque at the site of the old Nickelodeon on June 19.

Variety Club Active

The Variety Club of Pittsburgh is arranging a dinner for the occasion and will have as guests a number of former Pittsburghers who gained fame in pictures as well as representatives of 15 Pittsburgh district firms.

Arrangements are also under way to hold the world premiere of an important picture as part of the celebration.

In every section of the country theatre circuits and independent exhibitors are setting up special programs for the 50th birthday of the first all motion picture theatre in the world. Gov. Victor Anderson of Nebraska has announced he will issue a special proclamation in honor of the occasion.

Top Executives Joining

Spyros P. Skouras, president of 20th Century-Fox; Bob O'Donnell, head of the Interstate Circuit in Texas; Walter Reade, Jr., head of his circuit in New Jersey, and a host of other leading exhibitors from Coast to Coast are joining in the celebration.

Since theatre managers generally are deluged with instructions for any promotional campaign, the committee for the Nickelodeon's Golden Anniversary decided to depart from the usual procedure of outlining a "must" road which the observance is to follow. Instead, as this is to be a promotion for business in each of the houses, it was agreed that each manager and circuit head was the best judge of what type of observance would be most effective in his situation. So each is his chairman to do what he considers is best.

Date of Nickelodeon Observance June 19

A little research by the Historical Society of Western Pennsylvania has resulted in a change of date for the golden anniversary celebration of the Nickelodeon. The event had been scheduled for June 5 because it had been believed that the late John Harris had opened his first exclusive motion picture theatre on June 5, 1905. However, the Historical Society has come up with the information that the theatre was opened on June 19 of that year. For that reason, a change in date for the observance was necessary.

Trailer and 40x60 Are Offered For Nickelodeon Celebration

Among the promotional items which will aid the celebration of the Golden Anniversary of the Nickelodeon are a trailer and a 40x60 being distributed by National Screen Service.

The trailer features four background shots: one of an old-time Nickelodeon, one of a modern luxury theatre and two showing children and families obviously enjoying a film show.

The 40x60, developing the theme, "We're Celebrating," stresses "more fun, more entertainment for everyone in the world," and "enjoy your theatre, the best place for entertainment, after all."

'Terryscope Jukebox' Developed for Kids

Paul Terry, president of Terrytoons, Inc., has developed a 3-D, color entertainment device, "Terryscope Jukebox," which shows 3-D picture stories accompanied by sound and music, it was announced yesterday.

The mechanical "kiddie-catcher" is aimed at the child audience when away from home and television and has been installed in "Mighty Mouse Playhouses," jukeboxes that have already been and will be set up in supermarkets and amusement parks.

The machines feature adventure stories of Terrytoon characters.

The "Terryscope Jukebox" was developed by Terry engineers who worked out a system whereby pictures of his cartoon characters could be shown in 3-D in a slot machine with sound.

Para. Executives To See 8 Films

Eight completed films and portions of five others will be screened for assembled distribution and production executives of Paramount Pictures at a special sales-merchandising conference which will open Monday at the studio, it was announced yesterday.

George Weltner, head of the Paramount worldwide sales organization, will preside over the week-long meeting.

Pictures and portions of films which will be screened include "The Seven Little Foys," "We're No Angels," "Ulysses," "To Catch A Thief," "The Girl Rush," "You're Never Too Young," "The Rose Tattoo," "The Desperate Hours," "The Trouble With Harry," "The Court Jester" "The Vagabond King," "Anything Goes" and "The Ten Commandments."

Schenck

(*Continued from page* 1)

TURE DAILY that his company would consider a parley only on an "individual basis."

While other companies, with the exception of United Artists and Allied Artists, have not committed themselves in answer to the "reconsideration" bid, it is believed in industry circles that their policies will be the same. This is regarded as making it certain that an all-industry meeting will be discarded.

However, TOA and Allied leaders will meet here on May 23 to discuss future strategy and it is expected that the next step will be undertaken by Allied's board of directors which is scheduled to convene in New York the next day.

Shor Referred to Reagan

Schenck told Shor that the discussion of matters suggested in the latter's telegram earlier this week should be held with Charles Reagan, general sales manager. He said that the company's "Ticket-Selling Workshops" were indicative of M-G-M's recognition of the problems of exhibition as well as its own positive effort to stimulate an increase of business in U.S. theatres. Between 10,000 and 15,000 exhibitors already have attended these Workshops, it was said.

Predict $10,000,000 'Brunettes' Gross

By LESTER DINOFF

United Artists' "first, big, flashy musical production" in CinemaScope and color by Technicolor, "Gentlemen Marry Brunettes" should gross $10,000,000 world-wide, according to independent producers Richard Sale and Robert Bassler, who yesterday said that "high sales terms would be asked" for the late August release.

Sale, Bassler and Mary Loos have returned to this country from Europe where they produced the film in conjunction with the recently-formed Russ-Field Corp.

"Gentlemen Marry Brunettes" will gross in the neighborhood of $10,000,000—$6,000,000 domestically and $4,000,000 foreign-wise, according to Sale. "This CinemaScope picture does for Paris what 20th Century-Fox's 'Three Coins in the Fountain' did for Rome, and more so," the producer and his wife, screenwriter Miss Loos, declared. The story was written for the screen by Miss Loos and Sale, who also directed and produced with Robert Waterfield of Russ-Field Corp. Bassler was the executive producer for "Gentlemen Marry Brunettes" which stars Jane Russell, Jeanne Crain, Alan Young, Scott Brady and Rudy Vallee.

Planning Two More

Sale revealed that his future production plans include two films, "The Biggest Game," which will be filmed in CinemaScope in the Swiss Alps, and "The Rudy Vallee Story."

Commenting on subscription television, Sale stated that "I am all for toll-TV as the medium offers a quick monetary return to producers and will stimulate film production."

Miss Loos asserted that there is no lack of screen material these days. "All you have to do is pick up a newspaper and there are many ideas in front of you for screen stories," she said.

E.F.F.G.

(*Continued from page* 1)

likelihood of their proceeding with such investments if their attorneys reported legal complications were likely to ensue from such a course.

Theatre Owners of America sought clearance from the Justice Department for the investments in EFFG by the divorced circuits but Justice declined to give a specific "yes" or "no." The government attorneys reportedly wanted full guarantees that the circuits, regardless of their buying power, would enjoy no "privileges" with any product financed by EFFG. Should these conditions be spelled out later, it was reported, Justice might then be prevailed upon to issue an opinion of the legality of divorced circuit investment in production.

AB-PT Sees No Impediment

American Broadcasting-Paramount Theatres' officials have maintained in the past that its decree does not prohibit it from an investment or participation in production.

A scheduled May 15 meeting of EFFG stockholders has been cancelled and no new date for the meeting has been set. The session was to have proceeded with election of directors and officers and to have planned assistance to independent production to help ease the product shortage of which theatre owners have complained.

Also postponed were projected meetings across the country to tell EFFG's story to exhibitors in the field and to invite subscriptions for its stock.

Pinanski Sees EFFG Under No Pressure

SAN FRANCISCO, May 11.—Sam Pinanski, head of American Theatres, Boston, and a prime mover in the formation of Exhibitors Film Finance Group, stated here that no new date for a meeting of EFFG's stockholders has been set because there is no particular need for haste.

The organization is being built for a long-term, basic operation and is meeting with considerable support throughout the country, he said. Pinanski added that he was familiar with the latest developments on the matter of government authorization for divorced circuits to invest in EFFG. He explained he had not been involved closely in those negotiations, that it was a Theatre Owners of America undertaking.

Pinanski stopped here in the course of a West Coast visit to meet with L. S. Hamm, local exhibitor, and other officers of ITOA.

Plan 2 Mexican Houses

MEXICO CITY, May 11. — The Operadora de Teatros circuit is to build a 3,500-seat theatre here and a 1,300-seater in Monterrey, the northeastern Texas border industrial center and capital of Nuevo Leon State. Vicente Casanova, president of CIFESA, is here arranging to build a theatre for the exclusive showing of Spanish films.

Drops Matinees

HARTFORD, May 11.—The first-run Stanley-Warner State, Manchester, Conn., has dropped weekday matinees, with performances starting at 5 P.M., Mondays through Fridays, at 2 P.M., Saturdays and Sundays.



At Universal Conference

As part of Universal Pictures Company's special mid-year sales executives conference and product preview, record budget advertising, publicity and promotion plans were outlined to the participating executives, home office sales cabinet and division and district managers at the Universal City studio where the three-day meeting ended yesterday. David A. Lipton, vice-president, is shown above discussing the plans with (left to right) Charles Simonelli, Eastern advertising and publicity department manager; Edward Muhl, vice-president in charge of production; Charles J. Feldman, vice-president and general sales manager; Alfred E. Daff, executive vice-president; Lipton; Robert Gillham, vice-president of Cunningham and Walsh, advertising agency, and Clark Ramsay, executive assistant to Lipton.

Develop Plans

(*Continued from page* 1)

a trade association to deal with the ever-increasing number of complex problems that are common to all of the companies distributing films to stations, networks, or advertisers for use on television, it was said.

The eight-man group is composed of Savage, Martin, Jay Williams of Official Films, Lou Friedland of MCA, Ralph Cohn of Screen Gems, Frank Reel of Ziv, Archie Mayers of Unity, and Herb Gelbspan of Hal Roach Studios.

TEDA to Assist

(*Continued from page* 1)

Motion Picture Theatre Owners and Operators of Georgia has booked a full schedule for Colvin, who will talk on "What the Movie Theatre Means to Your Community" and will plug the festival at all times.

Launch Screenings For 'Green Magic'

A screening campaign aimed at bringing the color documentary, "Green Magic" to the attention of key groups and organizations throughout the nation has been launched by IFE Releasing Corp., it was revealed by Jonas Rosenfield, Jr., vice-president.

In New York more than 2,000 community and organization leaders have attended 32 special showings of "Green Magic," and similar "word-of-mouth" building programs are either under way or planned for other key cities and area centers throughout the nation.

Count Leonardo Bonzi, Italian adventurer-explorer who produced "Green Magic" with Astra Cinematografica, was brought to New York for radio, TV, newspaper, syndicate and magazine interviews.

'Split' Move

(*Continued from page* 1)

and independent TV broadcasters, Gorman pointed out.

Gorman, in his telegram, referred to reports that Telemeter, 80 per cent owned by Paramount Pictures, is planning tests in a medium sized Midwestern and Southern city, utilizing cable transmission as in the Palm Springs, Calif., test.

Said Gorman in his wire: "Your announced experiment of 'closed circuit' pay-to-see TV programs seems to indicate you recognize systems using present allocated VHF and UHF channels for this service would not be in "public interest.' If assumption correct may I extend cordial invitation to join 'Organizations for Free-TV' and work in cooperation with other public-spirited citizens to prevent free airways from becoming 'Fee Airwaves.' You can count on me to back your proposal because this is the exact way that I think pay-as-you-see TV should be handled."

Booth Space Sales

(*Continued from page* 1)

space in the TESMA first floor section of the exhibit space have been signed. About 63 per cent of space in the third floor section of the hotel where IPA will hold forth with concessions equipment items, soft drinks, hot dogs, etc., already has been sold, according to Carl Siegel, Stanley Warner Management Corp., and exhibit chairman for IPA.

Indications are that the total space of 244 booths on both floors will have been sold out long before the show's opening dates, according to spokesman for the TESMA and IPA organizations in charge of contracts for booth space. TESMA has 15 per cent additional space in negotiation with manufacturers and IPA reports that 22 per cent of its space additionally is in process of negotiation.

'The Bell' Monday

Slow Advance Sale Reported For Bout TV

By MURRAY HOROWITZ

Reports of a slow advance sale for the Monday telecast of the Marciano-Cockell heavyweight title bout were received here yesterday, as 83 theatres across the nation prepared to carry the Theatre Network Television event.

The reports of a slow advance sale were reflected in statements made by a number of circuit executives. The over-all picture, though, was brightened by a few circuit spokesmen who claimed that the advance sale was "pretty good at this stage of the game."

Called 'Just Fair'

A Loew's official called the advance sale "just fair," pointing out that it is too early to tell how the ticket sale will go. He maintained that the greatest sale of tickets will occur, as in the past, a day or so before fight time. Loew's has seven situations in New York carrying the bout, in addition to out-of-town theatres.

An RKO Theatres spokesman described the advance sale as "pretty good." "Very slow" were the words used by a Fabian Theatres official to describe the advance sale. Fabian Theatres has the fight booked in situations in Troy, Brooklyn, Harrisburgh, Pa., Norfolk, Va. and Allentown, Pa.

A spokesman for Shea Enterprises called the advance sale "very promising" in Akron, O., and Manchester, N. H., the latter situation offering theatre TV for the first time.

Prices Vary

The price of tickets, on the basis of reports, appeared to vary from $2.50 to $5, with the heaviest concentration in the $3 and $3.50 price bracket.

Some theatremen, discouraged at the advance sale, blamed the lack of popularity for the event as compared to previous heavyweight title bouts.

Slight Change in Japanese Permits

From THE DAILY Bureau

WASHINGTON, May 11.—The Japanese government has set the quota for imports of feature films for the current year at the same total as authorized for the past year, but has changed the breakdown of import permits slightly, the Commerce Department reports.

Film chief Nathan D. Golden said that for fiscal 1955—the year ending March 31, 1956—the regular quota has been fixed at 164 films. This includes 122 from the dollar area—103 from the major U.S. companies and 19 from the independents — plus 16 from the sterling area and 26 from other countries. In addition, there are 16 bonus permits to be awarded as rewards for outstanding films or for exporting Japanese films.

In fiscal 1954, the 180 feature total was broken down into 121 for the dollar area, 15 for the sterling area, 24 for the open account area, and 20 as bonus permits.

May 31 thru June 6

400

HOWARD

SON



starring

DALE ROBERTSON • SALLY FORREST • LILI ST. CYR

co-starring **MARI BLANCHARD** • Directed by **TED TETZLAFF** • Written by **AUBREY WISBERG** and **JACK POLLEXFEN**

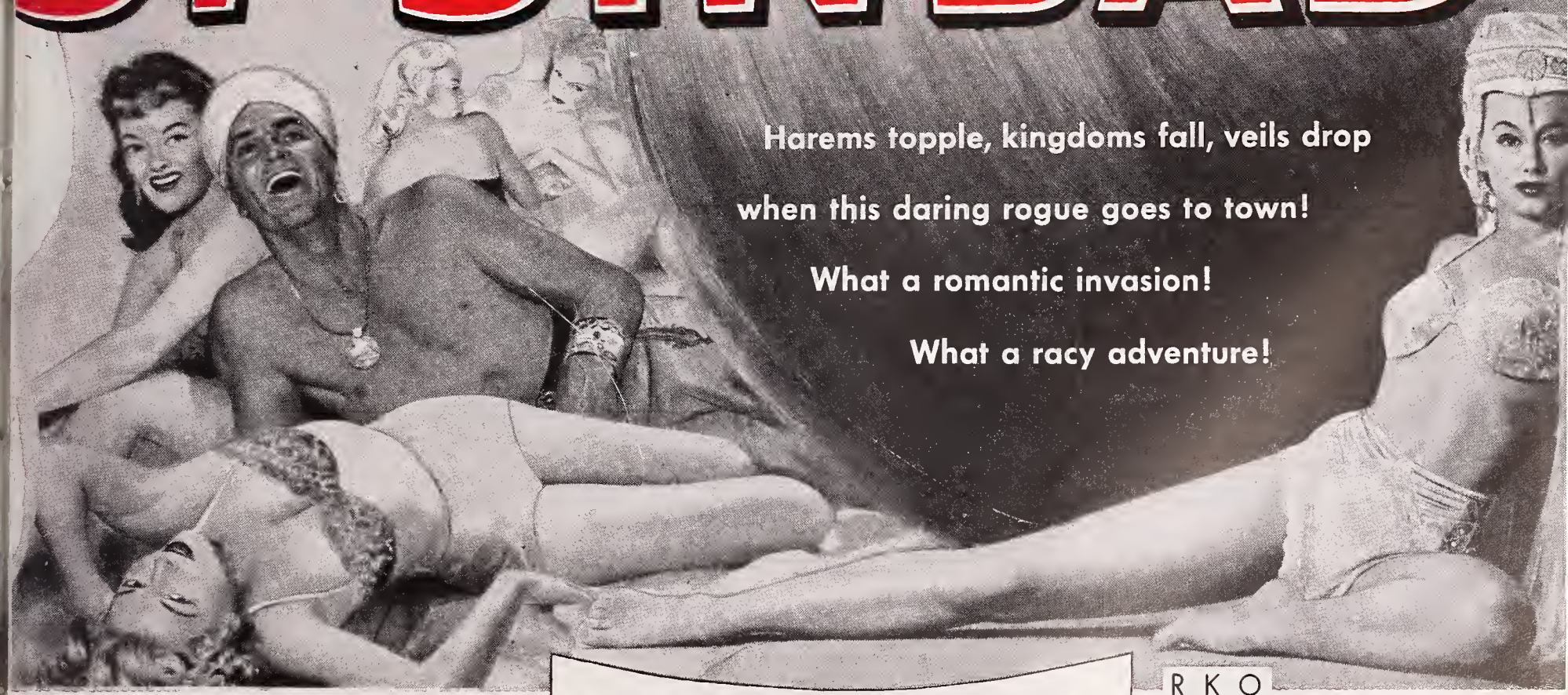
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THEATRES

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HUGHES presents

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SUPERSCOPE
ON THE GIANT WIDE SCREEN
color by
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RKO RADIO PICTURES

Motion Picture Daily Feature Reviews

"Moonfleet"

(MGM)
(CinemaScope)

TOO much talk and not enough action appears to be the principal fault of this CinemaScope presentation which concerns itself with smuggling, drawing rooms, graveyards and hero worship between a small boy and an English gentleman. However, there is considerable value in the performances of Stewart Granger, who portrays a gentleman with an addiction to smuggling; Jon Whiteley, the youth who worships Granger; George Sanders as a wealthy Englishman, Joan Greenwood and Viveca Lindfors, the latter two supplying the love interest.

At times it is a little difficult to understand the dialogue, particularly in the early sequences, as well as being somewhat difficult to follow the train of events after young Whiteley struggles through a cold English day to the town of Moonfleet where he is to become Granger's ward, much to the chagrin of the gentleman. In short order, Whiteley stumbles on to the truth about the activities of the town, which, mainly, is smuggling, and where the contraband is hidden in the tomb of his grandfather.

Granger romps about this film with a snobbish air which is capably matched by Sanders, who is a partner with the former in some of his ventures. Young Whiteley is the bright point in the story as the youth is warmly appealing in his efforts to stay with his benefactor and to keep him out of the clutches of the law. The main action sequences in the film are when Granger engages in combat with a member of his smuggling gang, and emerges the victor—a knight in arms to Whiteley. Granger's luck with the English police runs out in time and the last quarter of the film deals with his and Whiteley's adventures in evading the law and in finding a huge diamond which was hidden in a wheel by the youth's grandfather.

Others in this picture, supporting the principals, are Liliane Montevecchi, Melville Cooper and Sean McClory. The film was directed by Fritz Lang and produced by John Houseman from a screenplay by Jan Lustig and Margaret Fitts. The original story was written by J. Meade Falkner.

Running time, 89 minutes. General classification. For release in June.

LESTER DINOFF

"The Sea Chase"

(Warner Brothers)
(CinemaScope)

DIRECTOR John Farrow's CinemaScope and WarnerColor production of "The Sea Chase," which offers John Wayne and Lana Turner as lures, is a stirring saga about an embittered man of the sea who eludes the British Royal Navy in a heroic effort to return with ship and crew to Germany. Audiences of all categories should enjoy this adventure drama with Wayne as a former German naval officer who is reduced to the command of a battered and rusty old freighter because of his refusal to accede to the Nazi rulers.

The screenplay by James Warner Bellah and John Twist is a fine adaptation of a novel by Andrew Geer. Much credit in making this Farrow-produced picture a potential box office success is due to the CinemaScope photography which was directed by William Clothier. When the camera follows the German ship or the British pursuer through the Pacific, or the turbulent North Sea, the photography achieves a high degree of realism.

On the eve of World War II, the "Ergenstrasse" is tied up in Sydney and Wayne is getting no cooperation from the Australians in refitting and resupplying his ship. Under the cover of a heavy fog, he puts out to sea bound for Valparaiso, 7,000 miles away, in a desperate effort to reach the home port. Among those on board are Miss Turner, as a German intelligence agent and international adventuress, once Wayne's mistress, but now engaged to David Farrar, second in command of the British warship and Wayne's friend, who is also his pursuer in line of duty; first mate Lyle Bettger, an aggressive Nazi; youthful Tab Hunter and Richard Davolos, well-disciplined naval cadets; seaman James Arness; chief engineer John Qualen, who is Wayne's chief comfort in the tough spots of the sea chase; cook's mate Paul Fix; third mate Alan Hale; rebellious Luis Van Rooten and Peter Whitney.

During the voyage, Wayne sends Bettger ashore at the Auckland Island shipwreck station for food and clothing and the Nazi agent murders six marooned fishermen. Wayne, learning that there is no more coal on board, orders the crew to burn all wood and lifeboats in order to reach a South Sea island where more can be obtained. In the meantime, he is cold to Miss Turner. The chase is soon turned into a personal vendetta by Farrar, who discovers the murdered fishermen and who labels Wayne as a war criminal. The "Ergenstrasse" reaches the supply island and stores up wood to continue the voyage, but mishaps hit the crew—a heart attack, axe swinging accident and a shark attack. The ship reaches Valparaiso where it is refitted, refueled and repaired and disappears once again en route to the homeland. Luck runs out in the North Sea near Norway where Farrar catches up to Wayne and sinks the freighter during a storm. Wayne and Miss Turner go down with the ship after having been reconciled during the long sea chase.

Running time, 117 minutes. General classification. For release in June.

L. D.

"Angela"

(Patria—20th Century-Fox)

AMONG the pictures supplementing 20th Century-Fox's regular lineup of CinemaScope product is this fairly good black-and-white Italian production, "Angela," which stars Dennis O'Keefe, Mara Lane and Rossano Brazzi as the top marquee names recognizeable by American audiences. The melodramatic Patria Pictures production concerns the adventures of an American in Rome and his entanglement with a beautiful girl which leads to murder. Audiences should find this film entertaining and should also enjoy some of the beautiful Italian locales in which the film was shot.

Besides portraying the role of an American car salesman in Rome, O'Keefe also directed the action in this film expertly. O'Keefe sells a car to Miss Lane's employer and falls in love with the dark-tressed girl at the same time. After a period of time elapses in the story, during which both enjoy themselves immensely around the Roman countryside and beaches, O'Keefe is suddenly called to Miss Lane's apartment and finds her employer dead as a result of a heart attack.

In order to prevent a scandal, O'Keefe tries to get rid of the body without calling the police's attention to the matter. Miss Lane had convinced him of her innocence in the matter, but as he is about to stage a car crash, in which the body would be found, O'Keefe finds out that Miss Lane was indeed the lover of the dead man. At this point, Brazzi is revealed as Miss Lane's former husband, a brutal ex-convict. O'Keefe is beaten up, but manages to kill Brazzi before collapsing. The police enter the happenings highly suspicious and shortly straighten out the various entanglements.

Others in the cast are such top Italian players as Arnold Foa, Nino Crisman and Giovanni Fostini. Steven Pallos produced this film from a screenplay written by Jonathan Rix and Edoardo Anton from an original story by Steve Carruthers.

Running time, 81 minutes. Adult classification. For release in May.

L. D.

"Green Magic"

(I.F.E.)

THE green, forbidden forests of the Mato Grasso, the menacing swamplands of Paraguay, the deadly jungles and treacherous rivers of Bolivia's Amazonia, and the high, towering mountain peaks and lakes of the Andes, are uniquely and dramatically presented in "Green Magic," a good travelogue documentary which Italian Films Export is releasing shortly. Filmed in Ferraniacolor and narrated in English, this highly interesting picture, which has won several film festival awards, offers exciting moments and many interesting locales never or rarely seen before.

"Green Magic" is directed by Gian Gaspare Napolitano and produced by Leonardo Bonzi, the expedition leader for Astra Cinematografica of Rome. The commentary by James Agee, as spoken by Brett Morrison and Carlos Montalban, is adequate but somewhat theatrical.

Napolitano, a former newspaperman who put aside his typewriter and replaced it with a camera lens, captures the raw, true-life and starkly realistic environments in the jungles of South America, the workings of Amazonian woodcutters, the terrible flesh-eating attack of the piranhos fish of the rivers, and the black magic rites known in the jungles as the "Makumba." Adventure tales are linked into a single dramatic tale which should keep audiences sitting on the edges of their seats throughout. The color photography is one of the reasons which should enthrall film goers.

The cameras penetrate cascades of prodigious butterflies into the virgin forest, the rainbow over the thundering, foaming waters of Iguazu Falls, the immense Pampas under a limitless gray sky, the rarified atmosphere of the Andes and Rio de Janeiro, besides presenting the attack on a wounded heifer by flesh-eating piranhos during which the murky river waters become crimson.

Running time, 85 minutes. General audience classification. Release in May.

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'Soldier' Playdates In May Now Total 78

Twentieth Century-Fox's "Soldier of Fortune," CinemaScope feature with Clark Gable filling his first starring role for Fox, will debut in 78 first domestic playdates during the last week of May, the company has stated.

Army Posts in Japan Installing 'Scope

Within a year, all 35mm. military theatres in Japan will have CinemaScope and Perspecta sound equipment, according to Seymour Mayer, Far East supervisor for Loew's International Corp., who revealed here that "25 permanent 35mm. army theatres of the total 125 houses in Japan are now 'Scope equipped and operating."

The Army Motion Picture Service is also purchasing for $90 each the Panavision anamorphic photographic and projection lens for its 16mm. installations, Mayer said.

Levine Chairman of Lodge Golf Tourney

Martin Levine, Brandt Theatres executive, has been named chairman of the fourth annual film industry golf tournament sponsored by New York's Cinema Lodge of B'nai B'rith to be held at the Vernon Hills Country Club at Tuckahoe on the afternoon of June 9.

Levine was responsible for the revival by Cinema Lodge four years ago of the industry tournaments. This year it will be the only one held by an industry group before the vacation season.

It's A HILARIOUS NEW LOOK AT LIFE!



Jack's "baby"-sitting for a bachelor!

..set to the
WILD WONDERFUL
BEAT of YOUNG HEARTS
in LOVE!!



AIN'T MISBEHAVIN'

it's got that m-m-m-MAMBO!

...and that m-m-MAMIE!!





Reggie's got his eye on a girl– anybody's girl!



"A Little Love Can Go A Long Long Way"

•

"The Dixie Mambo"

•

"I Love That Rickey Tickey Tickey"

•

"Ain't Misbehavin'"

PRINT BY Technicolor

starring **RORY CALHOUN · PIPER LAURIE**
JACK CARSON · MAMIE Van DOREN

with REGINALD GARDINER · BARBARA BRITTON · DANI CRAYNE

Directed by EDWARD BUZZELL · Screenplay by EDWARD BUZZELL, PHILIP RAPP and DEVERY FREEMAN
Produced by SAMUEL MARX · A UNIVERSAL INTERNATIONAL PICTURE

Another Picture with that Universal Appeal!

We of Universal-International
would like to say

"THANK YOU"

for the wonderful cooperation received from our customers during our recently completed sales drive.

We consider this evidence of the good relationship our company enjoys with its many thousands of exhibitor friends.

We are confident we have the product forthcoming in quality and quantity (because we have seen it). We can again assure you that in U-I's practical manner, we shall continue to say "Thank you" with pictures—pictures that are pre-sold, pictures with built-in showmanship.

Sincerely,

C. J. Feldman

C. J. Feldman
Vice President and General Sales Manager

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 94 NEW YORK, U. S. A., FRIDAY, MAY 13, 1955 TEN CENTS

Votes 50c Dividend

Para. Doubles Quarterly Net; $2,858,000

Earnings Represent $1.31 Per Share on Common

Estimated earnings of Paramount Pictures for the first quarter of 1955, ended April 2, were more than doubled of those for the corresponding quarter of 1954, the company reported yesterday. Earnings for the quarter of Paramount and its domestic and Canadian subsidiaries were announced at $2,858,000 after provision for income

(*Continued on page* 12)

UA Starts 16mm. Film Distribution In Foreign Market

Overseas distribution of 16mm. prints of all United Artists foreign-market releases was announced by Louis Lober, general manager of the company's foreign department.



Louis Lober

The decision to manufacture small-gauge prints of all product for world-wide marketing follows the successful completion of UA's experimental 16mm. foreign sales program launched last fall, Lober disclosed.

In the test phase, distribution was

(*Continued on page* 12)

Report Rackmil 'No' On General Parley

Milton R. Rackmil, president of Universal Pictures, has wired Ruben Shor, president of Allied States, to the effect that he could not discuss trade practices with the joint Allied-Theatre Owners of America committee if the parley were held with executives of competitive companies, it was reported here yesterday.

Legion of Decency Head Says:

'Offensive' Film Content Needs Prompt Correction

An increase of "morally offensive material" in motion pictures with the "apparent acquiescence of the Production Code Authority" has resulted in a condition "gravely in need of prompt and effective correction," Rev. Thomas F. Little, executive secretary of the National Legion of Decency, said yesterday in addressing the annual luncheon of the International Federation of Catholic Alumnae which was held at the Hampshire House here.

Father Little, in discussing the present status of the entertainment motion picture, charged producers not only with "contracting for a considerable amount of literary material which is gravely offensive to the moral law," but also of doing so "as a matter of deliberate policy."

"All persons who understand and appreciate the tremendous moral influence of the screen, especially upon youth, have grounds for very real con-

(*Continued on page* 10)

By RCA, MMM

New Electronic Color Photo System Shown

Special to THE DAILY

ST. PAUL, Minn., May 12.—The Minnesota Mining and Manufacturing Co., of St. Paul, and RCA unveiled their new electronic color photograph system here today as the feature of the dedication of Minnesota Mining's new $3,000,000 research center.

Designed primarily for the instantaneous telecast of color and sound, the system, which was developed jointly by MMM and RCA, is being offered as a valuable adjunct to motion picture production by eliminating a time lag between negative and positive, thereby eliminating costly delayed retakes.

The RCA-MMM process utilizes magnetic tape which records in three colors: red, blue and green, and sound simultaneously.

The telecast received here today at

(*Continued on page* 9)

Sindlinger Starts Enid, Okla., Study

Albert E. Sindlinger, president of Sindlinger & Co., Inc., business analysts of Ridley Park, Pa., and field staff members have arrived in Enid, Okla., to commence a study on entertainment habits and behaviors of Enid residents. Last week Sindlinger was in Lincoln, Neb., where a study was started for Cooper Foundation Theatres.

The Enid market study is the eighth

(*Continued on page* 9)

CITES 'IMPROVED' U. K. PRODUCT SITUATION AS BO CONTINUES GOOD

By MURRAY HOROWITZ

The product situation in Britain has improved, William Cartlidge, general manager of Associated British Cinemas, Ltd., declared here yesterday.

Cartlidge, visiting the U. S. to survey theatre facilities and operations, described the product situation in Britain as "better." He said pictures "all around" have improved, taking special note of the new adult quality in native British pictures which has increased their earning power.

The general manager of ABC, which operates nearly 400 theatres in England, acknowledged that the number of Hollywood pictures now coming into Britain is not "quite as lush" as years ago. However, he went on, ABC for years has had deals with Warner Brothers and Metro-Goldwyn-Mayer, which insures a line-up of American product.

Cartlidge, declining to call the product situation in U.K. "short," said, however, that it is becoming increasingly difficult to double-bill. He added some lengthy CinemaScope features of good quality now are single billed. By and large, though, he went on, the majority of people, particularly in the working class areas, prefer twin bills.

Asked how exhibition is faring in Britain, Cartlidge replied that ABC

(*Continued on page* 12)

Two Protest

Censor-banned Films Shown To O. Solons

RKO, Times Film Act on Unauthorized Showing

Special to THE DAILY

COLUMBUS, O., May 12.—Members of the Committee for Decent Motion Pictures in Ohio will be held legally responsible for unauthorized possession and exhibition of excerpts from several theatrical films which they obtained and showed to the subcommittee of the House judiciary committee while it was considering new censorship legislation.

This was made clear in letters sent to committee members by counsel for RKO Radio Pictures and Times Film Corp. The Jane Russell dance sequence from "The French Line" and the nude bathing sequence from the Swedish import, "One Summer of Happiness," distributed here by Times Film of New York, reportedly were

(*Continued on page* 10)

Name Phillips Para. General Counsel; Novins, Secretary

Louis Phillips was elected general counsel of Paramount Pictures and Louis Novins was elected secretary here yesterday by the board of directors. Phillips formerly was assistant general counsel and Novins served as assistant to president Barney Balaban.

The general counsel and secretary posts had been handled by the late

(*Continued on page* 12)

Starr, Gaughan In Coast Meets

Matters pertaining to subscription television, organization details and Theatre Owners of America's 1955 convention will be discussed with West Coast exhibitors next week by Alfred Starr, chairman of the TOA executive committee, and George Gaughan, field repretative.

Starr and Gaughan will meet with representative TOA members in Los Angeles, San Francisco, Portland and Seattle.

Personal Mention

IRVING MACK, head of Filmack Trailers, left here for Chicago by plane yesterday, accompanied by MRS. MACK. He will go to Atlanta on Sunday for the start of the Southeastern Movie Festival there.

•

NATE BLUMBERG, chairman of the board of Universal Pictures, became a grandfather this week when his daughter, MRS. STANLEY MEYERS, gave birth to a son at St. John's Hospital in Santa Monica, Cal.

•

EDWARD F. LOMBA, director in South Africa for 20th Century-Fox's International Corp., will return to Johannesburg over the weekend from New York.

•

ESTHER WILLIAMS and her husband, BEN GAGE, will arrive in New York on Sunday from Europe, and will leave here on May 25 for Atlanta.

•

ALBERT CORNFIELD, managing director in Europe and England for 20th Century-Fox's International Corp., has returned to the Continent from New York.

•

LEON J. ROTH, United Artists West Coast publicity coordinator, will return to Hollywood over the weekend from New York.

•

DR. RENATO GUALINO, president of I.F.E. Releasing Corp., will return to Italy today following two weeks in New York.

•

ALBERT LEONARD, manager of 20th Century-Fox's office in Venezuela, has arrived in New York from Caracas.

•

B. G. KRANZE, United Artists general sales manager, will leave New York Sunday for San Francisco.

•

GRACE KELLY returned to New York yesterday from the Cannes Film Festival in France.

•

JEAN GOLDWURM, president of Times Film Corp., has arrived in Europe from New York.

•

HARRY PIMSTEIN, industry attorney, will leave here over the weekend for Houston.

•

GREGORY RATOFF will leave here for London tomorrow via B.O.A.C. Monarch.

•

CLAUDE C. EZELL of Dallas is a New York visitor.

Award to 'Continent'

"Lost Continent," an Italian color feature documentary filmed in CinemaScope by the Italian explorer, Count Leonardo Bonzi and Astra Cinematografica, was awarded a special jury prize at the Cannes Film Festival for "the beauty and poetry of its images" and for "its remarkable use of sound."

'Texas Style' Debuts For Col.'s 'Laramie'

"The Man From Laramie," the William Goetz organization's first film for Columbia release, will have a four-city, four-day world premiere festival in Texas in mid-July, the company announced.

Columbia and the Interstate Circuit will combine to launch the drama with "Texas style" fanfare at the Majestic Theatre in San Antonio on July 13, and will follow through with openings on the next three days at the Majestic Theatres in Houston and Dallas and the Worth in Fort Worth, in that order.

Preliminary Talks in N. Y.

Preliminary discussions were held in New York among R. J. O'Donnell, vice-president and general manager of Interstate, producer William Goetz, Paul N. Lazarus, Jr., vice-president of Columbia in charge of advertising and publicity, and Howard LeSieur, Columbia's director of advertising, publicity and exploitation. Further talks on campaign plans were carried on in Texas during the past two weeks by O'Donnell and Frank O. Starz, publicity manager, for the theatre circuit, and Raymond Murray, assistant exploitation manager, and James Boyle, Southwestern divisional exploitation manager, on behalf of Columbia.

UA Planning to Rush Fight Film to Nation

The same distribution system utilized by United Artists to speed films of both Rocky Marciano-Ezzard Charles bouts to more than 5,000 theatres in this country and Canada will be employed to rush to exhibitors the motion pictures of Monday night's heavyweight championship contest between Marciano and British title holder Don Cockell at Kezar Stadium in San Francisco. UA plans to have the films in every exchange area of the North American continent no later than Wednesday.

Printing of the Marciano-Cockell motion pictures, which will be photographed by four standard and two slow-motion cameras, will begin immediately after the end of the battle. Prints will be rushed by coordinated air-ground express schedules to all exchange areas.

Films of the bout will be showing in theatres of the New York metropolitan area on Wednesday, within 36 hours after completion of the contest. The bout will not be televised for general home viewing.

John Feloney Joins Buena Vista in N.E.

BOSTON, May 12.—John Feloney, former branch manager for 20th Century-Fox here, has joined Buena Vista Distribution Corp., covering Boston and New Haven. He is working under Herbert Schaefer, Boston, New Haven and Buffalo manager. The latest Buena Vista film, the feature length "Lady and the Tramp" is penciled in at the Keith Memorial Theatre here scheduled for a mid-July playdate.

ITOA Nominates Brandt, Officers

Harry Brandt, president, and all officers of the Independent Theatre Owners Association, were nominated for reelection at a meeting of the organization here yesterday. The nominations were said to be tantamount to election.

The other nominees are Max A. Cohen, first vice-president; William Namenson, second vice-president; Julius Sanders, third vice-president; Abraham Leff, fourth vice-president; Leon Rosenblatt, treasurer; Edith Marshall, secretary, and John Bolte, Jr., sergeant-at-arms.

Nominated for the board of directors were Sam Einhorn, Norman Elson, Sam Freedman, Melvin Miller, Jack Hattem, Larry Kurtis, Ray Rhone, Richard Brandt, Al Shukat, Walter Neithold, Martin Levine, Irving Renner, Ben Knobel, Jack Rochelle, Martin Lewis, Jean Ansell, David Weinstock, Al Margolis and Murray LeBoss.

Ask Rep. Again for Independent Audit

Republic Pictures' dissident stockholders, headed by Bernard Smith, yesterday reiterated their demand for an independent audit, basing the request on the recently published earnings of Republic, which were said to have been a record.

Smith said that at the recent stockholders' meeting, both Herbert Yates, president, and Richard W. Altschuler, vice-president and worldwide director of sales, had said that business in the smaller theatres was off 50 per cent, and that Yates had indicated that the company might switch entirely to TV production.

Catholic Cinema Award to 'Marty'

United Artists' "Marty," honored as the first American film to win the Grand Prize at the International Film Festival in Cannes, was awarded the prize of the International Catholic Cinema Office at the close of the Cannes competition. "Marty" was the first film to capture both international prizes.

At Cannes, the International Film Festival and International Catholic Awards were accepted by Charles Smadja, vice-president in charge of European production, in behalf of the producers and the UA organization.

'Long Legs' Has Its Cincinnati Debut

CINCINNATI, May 12. — With film star Robert Wagner heading a delegation of social, civic, political and business figures to the theatre, 20th Century-Fox's "Daddy Long Legs" in CinemaScope had its Ohio premiere here tonight at the Keith Theatre.

Debut of the musical production was a state-wide event covered by TV, radio and press representatives from all parts of Ohio. Wagner rode in the lead car of a motorcade to the theatre, and was feted in stage ceremonies preceding the start of the film.

Individual Sketches For COMPO Award To Be Studied June 2

Individual sketches for the type of awards to be given to winners of the COMPO national audience poll will be examined and discussed on June 2, it was decided upon here yesterday after a preliminary meeting of an art directors committee which met in the office of Robert W. Coyne, special counsel for COMPO.

After listening to several suggestions, members of the committee decided to prepare individual sketches of possible awards.

Until a proper symbol is decided upon, a decision was deferred by the artists as to whether the award should be in the form of a statuette, plaque or some other piece of decorative art.

Attending the meeting were: L. A. Mezger of Buchanan & Co., Lou Clayman and Oscar Kraus of Monroe Greenthal & Co., Victor Sedlow and Sam Roberts of 20th Century-Fox, Henry Marcus of Loew's Theatres, Bill Gold of Warner Bros. Pictures and Tony Gablik, independent motion picture industry artist. Other members of the committee who were unable to be present are William Schneider of Donahue & Coe and Everett Walsh of Columbia Pictures.

Synagogue to Cite Weitman on Sunday

Robert M. Weitman, vice-president in charge of programming and talent of the American Broadcasting Co., will be awarded a Medal of Honor by Congregation Tiefereth Israel, Jackson Heights, Queens, at the synagogue on Sunday evening.

The award is being made by the congregation to outstanding leaders of the Jewish faith in various walks of life as part of its celebration of the 300th anniversary of the arrival of the first Jews in America.

N.T. Division Heads Will Meet Monday

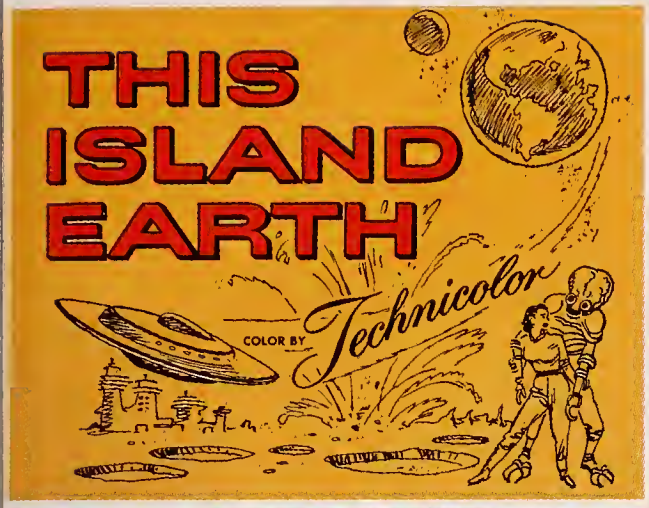
HOLLYWOOD, May 12. — National Theatres division managers will convene at corporation headquarters here Monday the two-day annual meeting on an agenda which includes admission prices, film buying, advertising, publicity, art house policy and theatre television, president Elmer Rhoden announced.

Among top circuit officials to attend are Alan May, John Bertero, E. F. Zabel, Frank H. Ricketson, Jr., Senn Lawler and Gordon Hewitt.

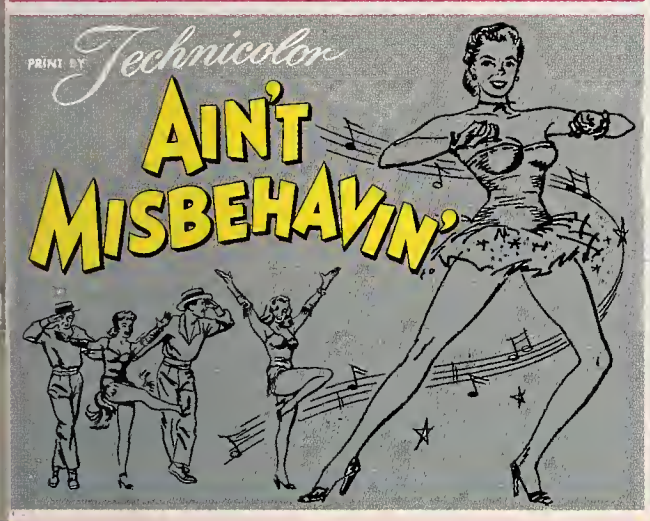
NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"INTERRUPTED MELODY"
in CINEMASCOPE and COLOR starring
Glenn FORD • Eleanor PARKER
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

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this

SUMMER...

as every season...
every month...
the pictures from

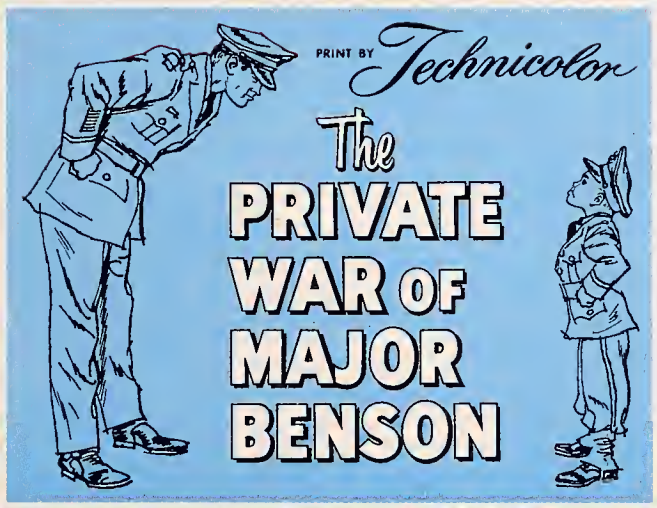
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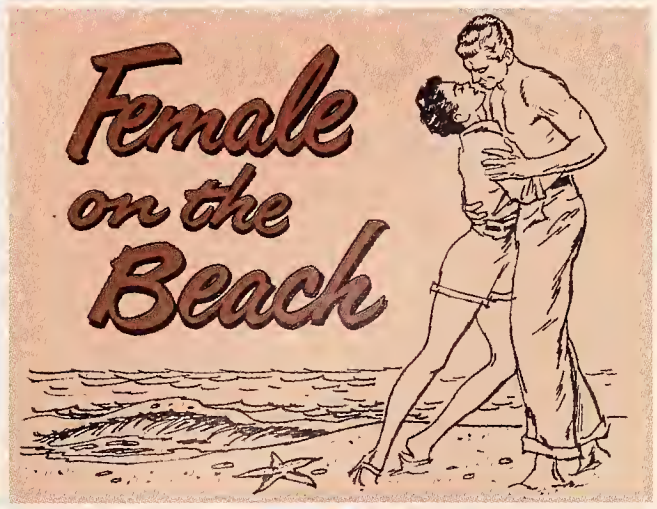
speak for themselves...
where they count the
most.....at your

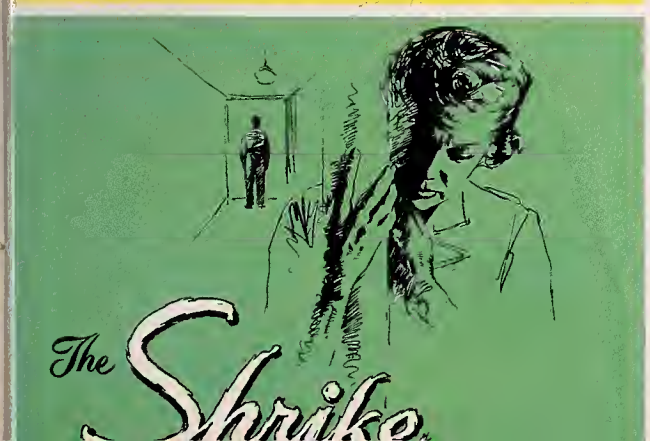
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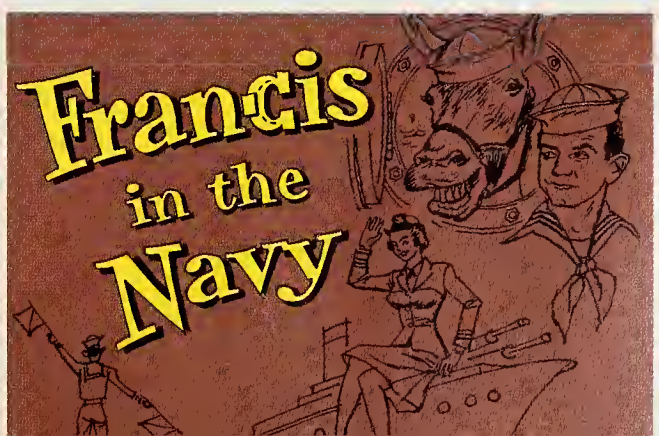
Universal International













THE SUPREME EXCITEMENT OF OUR TIME!

2½ YEARS IN THE MAKING!

THIS ISLAND EARTH

STARRING

JEFF MORROW
FAITH DOMERGUE
REX REASON

COLOR BY Technicolor



Screenplay by FRANKLIN COEN and EDWARD G. O'CALLAGHAN
Directed by JOSEPH NEWMAN • Produced by WILLIAM ALLAND

Jane's got Jeff



...living every passionate page of Anya Seton's Best Seller!

JANE RUSSELL
JEFF CHANDLER

FOXFIRE

COLOR BY Technicolor

CO-STARRING

DAN DURYEA

WITH MARA CORDAY • BARTON MacLANE

Screenplay by KETTI FRINGS • Directed by JOSEPH PEVNEY
Produced by AARON ROSENBERG

CHARLTON HESTON
JULIE ADAMS



The PRIVATE WAR OF MAJOR BENSON



PRINT BY Technicolor

WITH

WILLIAM DEMAREST · TIM CONSIDINE · SAL MINEO
NANA BRYANT · MILBURN STONE · MARY FIELD
AND INTRODUCING TIM HOVEY

Screenplay by WILLIAM ROBERTS and RICHARD ALAN SIMMONS
Directed by JERRY HOPPER · Produced by HOWARD PINE

ANNE BAXTER
ROCK HUDSON
JULIE ADAMS



One Desire

PRINT BY Technicolor

WITH CARL BENTON REID · NATALIE WOOD

Screenplay by LAWRENCE ROMAN and ROBERT BLEES
Directed by JERRY HOPPER · Produced by ROSS HUNTER

TURN PAGE


THE SUPREME EXCITEMENT OF OUR TIME!
2½ YEARS IN THE MAKING!
THIS ISLAND EARTH
STARRING
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REX REASON
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Jane's got Jeff
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JANE RUSSELL
JEFF CHANDLER
FoxFire
COLOR BY Technicolor
CO-STARRING
DAN DURYEA
WITH MARA CORDAY • BARTON MacLANE
Screenplay by KETTI FRINGS • Directed by JOSEPH PEVNEY
Produced by AARON ROSENBERG


AIN'T MISBEHAVIN'
SPARKLIN' NEW HIT
PRINT BY Technicolor
STARRING
RORY CALHOUN
PIPER LAURIE
JACK CARSON
MAMIE Van DOREN
WITH REGINALD GARDINER • BARBARA BRITTON
Screenplay by EDWARD BUZZELL, PHILIP RAPP and DEVERY FREEMAN
Directed by EDWARD BUZZELL • Produced by SAMUEL MARX


TONY CURTIS
COLLEEN MILLER
CinemaScope
The Purple Mask
PRINT BY Technicolor
CO-STARRING
GENE BARRY • DAN O'HERLIHY
ANGELA LANSBURY
WITH GEORGE DOLENZ • JOHN HOYT
Screenplay by OSCAR BRODNEY • Directed by BRUCE HUMBERSTONE
Produced by HOWARD CHRISTIE


DONALD O'CONNOR
MARTHA HYER
Francis IN THE NAVY
WITH
RICHARD ERDMAN • JIM BACKUS • MYRNA HANSEN
LEIGH SNOWDEN and Francis The Talking Mule
Story and Screenplay by DEVERY FREEMAN • Directed by ARTHUR LUBIN
Produced by STANLEY RUBIN • Based on the character "FRANCIS" created by DAVID STERN


JOAN CRAWFORD
JEFF CHANDLER
Female on the Beach
CO-STARRING
JAN STERLING
WITH CECIL KELLAWAY • CHARLES DRAKE
Screenplay by ROBERT HILL and RICHARD ALAN SIMMONS
Directed by JOSEPH PEVNEY • Produced by ALBERT ZUGSMITH

Universal-International presents

JOSÉ FERRER · JUNE ALLYSON

in the Great Pulitzer Prize Drama...



Every shocking moment, every intimate scene brought to the screen!

The Shrike

with JOY PAGE · KENDALL CLARK · ISABEL BONNER

Directed by JOSÉ FERRER · Screenplay by KETTI FRINGS · Based on the play by JOSEPH KRAMM · Produced by AARON ROSENBERG

I.A. Official Warns

Brennan Tells Projectionists, Fight Toll TV

Special to THE DAILY

ALBANY, N. Y., May 12.—Projectionists throughout the United States should fight subscription television, James J. Brennan, first vice-president of the IATSE, declared at the one-day spring meeting of the New York State Association of Motion Picture Projectionists.

Brennan, who was a principal speaker at the association's convention earlier this week, prophesied that subscription television "will close down the small theatres in the outlying districts and could very well close down small business establishments, such as candy stores and soda fountains, which rely on theatre customers for sales."

Some 125 delegates, meeting at Carmen's Hall here, approved an association plan which urged all locals to write letters to the Federal Communications Commission opposing its authorization of toll TV and another action whereby the locals would send letters of protest to the television manufacturing companies proposing the pay-as-you-see TV plan.

Warns of Unemployment

The IATSE first vice-president also stated that "should toll TV meet with widespread acceptance, theatre attendance would probably drop, and with this, the need for projectionists might decrease."

George Raaflaub, president of the New York State Association of Motion Picture Projectionists, presided at the one day spring meet. Other speakers included William Ingram, head projectionist of the Schine Circuit; Arthur Meyer, vice-president of Simplex; Judge Nat Doragoff, workmen's compensation referee in New York City, and Edward Wendt president and business manager of Albany Local 324.

Color Photo System

(*Continued from page* 1)

the new center featured an address by David Sarnoff, RCA board chairman, which was tape-recorded in New York and carried over a closed circuit to St. Paul. Sarnoff hailed today's event as "ushering in a new era of electronic photography."

In addition to the Sarnoff speech the demonstration also included a brief tape-recorded talk by Dr. Harry F. Olson, director of RCA's acoustical and electro-mechanical laboratory at Princeton, N. J., who later appeared in person to give a simplified explanation of the new system and its applications in the television and allied industries.

Entertainment Included

This was followed by a colorful entertainment sample featuring singer Eddie Fisher and the dance team of Bambi Lynn and Don Alexander.

The audience of more than 300 was visibly impressed with the demonstration. Reproduction on a half dozen large color television receivers in the auditorium was clear, color values reasonably clear and of good quality.

Progress Reported

Chicago Exhibitors Enlist Groups in Toll TV Fight

From THE DAILY Bureau

CHICAGO, May 12.—Allied Theatres of Ilinois, Inc., and the local Committee Against Pay-As-You-See TV have laid out a plan to enlist the support of local business and citizen groups in expressing their opposition to subscription television before the June 9 deadline fixed by the Federal Communications Commission.

Immediate action taken at a meeting was to have Chicago exhibitors contact their aldermen with a view of having the Chicago City Council reconsider the resolution which it approved on April 21 asking the FCC to permit subscription television and refer the resolution to a committee for a public hearing. The Council unanimously voted reconsideration.

Progress Report Received

The meeting also received a progress report from the local Allied committee against pay-as-you-see TV, which was recently enlarged to include representatives of circuit theatres in and around Chicago. This committee revealed the outcome of its talks with three of the leading retail business associations encompassing a membership of many thousand retail establishments throughout Illinois, indicating that a favorable position is being taken by them against subscription TV. First of the retail groups to come out openly against pay-as-you-see TV is the Chicago Retail Merchants' Association which called on its member organizations to express disapproval of toll TV to the FCC, the members of the Illinois General Assembly and the Chicago City Council.

Other avenues of approach which the local committee reported it is working on include: Radio and television broadcasters, metropolitan dailies and community newspapers, transportation companies, labor organizations, legion and veteran posts, fraternal organizations and lodges, Parent-Teachers associations, women's clubs, Rotary and Kiwanis groups. Exhibitors were urged to contact these organizations on a local community level and explain how subscription television would effect the American pocketbook by charging the public for programs which they now see for nothing and deny them access to the free airwaves.

A press relations committee has also been organized through which all information pertaining to the campaign against pay-as-you-see TV will be channeled to the press.

Kirsch Stresses Importance

In commenting on the meeting Jack Kirsch, president of Allied Theatres of Illinois, said that the current campaign against subscription television ranks in importance with last year's admission tax fight and averred that the eventual outcome depends a great deal on the grass-roots effort put forth by exhibitors. He called upon theatre owners in the state to get as many letters as they can mailed to the FCC from among employees, friends, business acquaintances and others opposing pay-as-you-see TV and urged them to immediately contact their local business and civic organizations to write letters and pass resolutions addressed to the FCC expressing disapproval of subscription television.

New Md. Censor Outlines Policy

BALTIMORE, May 12.—The new chairman of the Maryland State Board of Motion Picture Censors, C. Morton Goldstein, was guest of honor yesterday at a luncheon given by the Allied Motion Picture Theatre Owners of Maryland. C. Elmer Nolte, Jr., president of the Allied group, opened the program and Meyer Leventhal, vice-president, presided.

Goldstein, addressing the guests, said he would live up to the letter of the Maryland censor law but, at the same time, would be temperate. He also stated he did not plan to let personal opinions govern his censoring—instead, will be guided by the code.

The new chairman also urged cooperation between distributors, exhibitors and the censors as a means to make the way more pleasant for all concerned.

The luncheon was held at the Baltimore Variety Club. In addition to a large attendance of Baltimore exhibitors, numerous branch managers and representatives came over from Washington. They included Sidney Cooper, Jerry Sandy, Harold Saltz, Charles Kripps, Fred Sandy, Joseph Breckeen, Oscar Kanter, Samuel Tabor, Myron Mills, Ben Caplon, Phil Isaacs, Milton Lipsner, Sam Wheeler, Teddy Shull and Herbert Bennin.

34 Stars in 14 Films From 'U' Thru Oct.

From THE DAILY Bureau

HOLLYWOOD, May 12.—A total of 34 prominent industry name personalities head the casts of 14 pictures, nine of which are in color and two also in CinemaScope, now set for release by Universal-International during the remainder of the company's fiscal year, which ends Oct. 31, it was disclosed here today by Charles J. Feldman, vice-president and general sales manager, at the closing session of U-I's first mid-year sales executives conference.

Called 'Largest Group'

This roster of players, said Feldman, is the largest group of stars ever assembled by U-I for a comparable number of pictures.

Stars appearing in the 14 productions include Abbott and Costello, Julie Adams, June Allyson, Lex Barker, Gene Barry, Anne Baxter, Rory Calhoun, Jack Carson, Jeff Chandler, Mara Corday, Joan Crawford, Tony Curtis, Faith Domergue, Jose Ferrer, Charlton Heston, Rock Hudson, Martha Hyer, Arthur Kennedy, Angela Lansbury, Piper Laurie, Stephen McNally, Colleen Miller, Jeff Morrow, Audie Murphy, Donald O'Connor, Dan O'Herlihy, Jack Palance, Rex Reason, Barbara Rush, Jane Russell, Betta St. John, Jan Sterling and Mamie Van Doren.

The U-I pictures in which they are toplined, by release months, are "This Island Earth," "Man From Bitter Ridge," "Abbott and Costello Meet The Mummy," June; "Foxfire," "Ain't Misbehavin," "The Purple Mask," July; "One Desire," "Private War Of Major Benson," "Francis In The Navy," August; "The Shrike," "Female On The Beach," "The Naked Dawn," September; "Kiss Of Fire," and "To Hell And Back," October.

The Sales Executives Conference, which opened at the Studio on Monday, has been attended by top home office and studio executives, division sales managers and district managers.

Unanimous Vote

Chi. Council To Reconsider Toll TV Stand

From THE DAILY Bureau

CHICAGO, May 12.—By unanimous action, the Chicago City Council today voted to refer to the Judiciary Committee a previously approved resolution of that body, petitioning the Federal Communications Committee to grant licenses for subscription TV. This move by the City Council was initiated by Alderman Daniel J. Ronan of the 30th Ward, original sponsor of the resolution endorsing pay-as-you-see TV.

Contacted by Exhibitors

Alderman Ronan moved to reconsider his previous motion for Council approval of the resolution and moved to refer it to the Judiciary Committee of the City Council for Public Hearing. He stated he was doing so at the request of many of his colleagues in the City Council. The local Committee Against Pay-As-You-See TV and Allied Theatres of Illinois held a meeting last Tuesday, attended by Chicago and many downstate theatre owners, at which time exhibitors were urged to contact their aldermen with a view to having them reconsider the Council resolution.

Sindlinger Starts

(*Continued from page* 1)

of its kind to be undertaken by Sindlinger during the past year. The study will run concurrently with the Lincoln study and also with the Oklahoma City study which was started several months ago. The Enid survey is under the joint sponsorship of Video Independent Theatres and the Association of Theatre Screen Advertising Companies.

Eight to 13 Weeks

A Sindlinger market study requires from eight to 13 weeks to complete and is made in three interlocking phases. The first phase is confined to lobby and drive-in theatre interviewing to determine the characteristics of the audience. The second phase of interviewing is conducted among a scientific area probability sample of all families residing within the drawing area of the theatres and drive-ins. The third phase consists of recorded depth interviewing.

Film Content

(Continued from page 1)

cern over recent trends," Father Little said.

"It is well known that producers, as a matter of deliberate policy, have been contracting for a considerable amount of literary material which is gravely offensive to the moral law. Starting production with such material, the finished picture inevitably becomes sullied and smeared with at least some part of the original offensiveness. Little by little the screen has come in an increasing measure to be colored with dramatic incidents of a kind that formerly were carefully avoided," he said.

Claims 'Bars Dropped'

"Linked with this retrogressive attitude on the part of producers there has developed a seemingly co-related attitude on the part of the Production Code Administration under which bars have been repeatedly dropped to permit the appearance on the screen of considerable material which any code worthy of the name would be expected to exclude.

"The combination of these two factors—the increase in morally offensive material being introduced in pictures and the apparent acquiescence of the Production Code Authority to the appearance of such material in released pictures—has brought about a condition that is gravely in need of prompt and effective correction."

In addition to the address given by Father Little brief talks were made by George Murphy, Richard Reid and Martin Quigley.

Quigley said, "Better pictures are obtainable only through a partnership of the public and the motion picture producers. If the public supports the that is going to be produced. If the public fails to support excellent subjects, those films are not going to be made. If there is any crisis now or retrogression a major part of the responsibility is due to the public's failure to support good pictures and willingness to support some that are not so good."

Mrs. Looram Presides

The luncheon was presided over by Mrs. James F. Looram, chairman of the Motion Picture Department of the luncheon were: Rev. Paul J. Hayes, assistant executive secretary, National Legion of Decency; George Murphy, Metro Goldwyn Mayer; Martin Quigley; Martin Quigley, Jr., editor, "Motion Picture Herald," Richard Reid, editor, "Catholic News," Arthur DeBra, director of public relations, Motion Picture Association of America; Gordon White, administrator of the Advertising Code, MPAA; Albert S. Howson, Warner Brothers; John J. O'Connor, Universal-International; Mrs. Clare Catalano, I.F.E., and Mrs. Mary Nolan and Mrs. Marie Dalton, officers of the motion picture department of the International Federation of Catholic Alumnae.

Mamoulian East to Direct 'Oklahoma'

HOLLYWOOD, May 12.—Rouben Mamoulian will leave here for New York on Monday to direct a special production of "Oklahoma" at the request of the State Department, which will sponsor its presentation in Rome and Paris as part of the nation's goodwill program.

I T O. of Ohio

Charges 'Unfair' Tactics By Censorship Proponents

Special to THE DAILY

COLUMBUS, O., May 12.—The Independent Theatre Owners of Ohio, which first reported the unauthorized showing to state legislators here of footage from films which had been banned by the state censor board, expressed its concern in the matter in the following statement issued yesterday through its executive secretary, Robert Wile:

"The motion picture industry in Ohio is concerned. The cause is the unfair and illegal practice adopted by some of the proponents of censorship.

"Certain members of the legislature were invited to a special showing at the Division of Film Censorship Offices of selected portions of a number of different films, presumably in an effort to influence the legislators in their consideration of the pending motion picture censorship bill.

Arranged by Committee

"It is reported that arrangements for the showing were made by the Ohio Committee for Decent Motion Pictures, of which Mrs. W. Andrew Martin of Columbus, Ohio, is chairman.

"The word unfair is used because taking excerpts out of context to show that all movies are bad is similar to the exhibition of other excerpts or even whole films to prove that all motion pictures are in every sense perfect. By the same token one might assemble excerpts from much of the world's great literature, including the Bible, to show that it also needs censorship.

Clip from 'French Line'

"One of the excerpts was a dance sequence by Jane Russell taken from RKO Radio Pictures' 'The French Line.' Another was from the Swedish film, 'One Summer of Happiness,' and another was a famous old scene from Hedy Lamarr's 'Ecstasy.'

"It is reported that demand has been made by RKO as the producer of 'The French Line' and Times Film Corp. as the U. S. owner of the rights to 'One Summer of Happiness,' that Mrs. Martin immediately return to them those portions of the companies' films which the committee illegally has in its possession.

Violation Charged

"Industry opinion is that the exhibition of these films by the committee constitutes a breach of copyright and violation of the legal rights of the companies' as well as rights of actors and actresses appearing in the films. Though the companies involved have not released the texts of their demands it is understood that copies were sent to all members of the committee including: Mrs. W. A. Martin, chairman, and past president of the Ohio Child Conservation League; Juvenile Judge Clayton W. Rose, president of Ohio Juvenile Court; Mrs. Russell Bickel, Ohio Congress of Parents and Teachers; Dr. W. Henry Shillington, executive-secretary, Ohio Council of Churches; Father John C. Staunton, executive-secretary, Ohio Catholic Welfare Conference; Mrs. Frank Vogel, Columbus Diocesan Council of Catholic Women; Dr. Wilfrie Eberhart, associate professor of education, Ohio State University; Dr. Fred C. Slager, director of curriculum service education for public schools; R. M. Eyman, state director of education; Mrs. John Philips, legislative chairman, Ohio Child Conservation League; and Upper Arlington Police Chief Albert A. Morton, chairman, advisory board of Ohio Police Chiefs.

Defends Legislators

"It is clear that none of the members of the legislature participated in any way in any violation of the law nor did the legislators know that laws were being violated when the films were shown by the committee. These dubious tactics by the committee are in sharp contrast to the full and complete cooperation given the committee members of the legislature by the motion picture industry.

"The action by the Committee for Decent Motion Pictures poses an interesting series of questions. How can anyone justify the claim that these excerpts were gathered solely to advocate censorship when one of the films involved, 'Ecstasy,' was released in 1937, 18 years before the present bill for censorship was ever proposed? How many other films may thus be illegally held? How were they obtained? Do the advocates of censorship want these excerpts for the purpose they state or are they actually to provide someone with a collection of what some persons may consider 'off color' excerpts?

Charges Duplication Illegal

"Since no one in the state other than the division of film censorship has ever had access to these films, is it to be inferred that they were illegally duplicated for this purpose by the division itself?

"These questions should be answered before the state again is granted the right to censor motion pictures."

H. Pine Leaving U-I To Join Pine-Thomas

HOLLYWOOD, May 12.—Universal-International today released producer Howard Pine from his contract at his own request, in order that he may join William Thomas in Pine-Thomas Productions. Pine is the son of William Pine who died in Hollywood recently.

Pine will complete "Girl in Cage" before leaving the Universal-International studio.

Censor-banned

(Continued from page 1)

among the film excerpts spliced together and shown under the auspices of the Decent Motion Pictures committee to the legislative subcommittee on April 25. Appended to the same film footage, it is said, were excerpts from a burlesque strip-tease film, a Mexican film and a so-called social hygiene film.

Efforts by representatives of the distributors involved to learn where and how the group obtained the footage have been unsuccessful up to now. However, it was learned that during one of the hearings on the proposed new Ohio censorship legislation, Rep. Edmund James, chairman of the judiciary subcommittee, had inquired whether sample footage deleted from films by the old Ohio censor board was available for viewing.

At the time, spokesmen for the Decent Films committee said that such footage was not available, but later arranged for a screening of the conglomerate reel of excerpts in the screening room of the state division of film censorship. Mrs. W. Andrew Martin is chairman of the Committee for Decent Motion Pictures in Ohio. The committee has refused to disclose where and how it obtained the films shown.

Wright Acting for RKO

Harry Wright III, RKO Radio counsel here, who is investigating for the company, contends the showing was a violation of the company's rights and that the manner of the exhibition, under the circumstances and conditions that existed at the showing, tended to bring RKO Radio's reputation into contempt, and the reputation of the players shown, also.

Members of the committee were notified that each will be held personally accountable for the return of the films in question, as well as for damages.

Preliminary investigation is said to have shown that neither James nor any member of his legislative subcommittee had any part in arranging the screening or obtaining the "pirated" film which had been banned earlier by the Ohio Department of Education censors.

Levinson Letter to Mrs. Martin

Counsel for Times Film Corp., Ira L. Levinson of the New York law firm of Bilgrey & Levinson, wrote Mrs. Martin and members of her committee that the unauthorized screening of parts of "One Summer of Happiness" is "in violation of our client's property rights in the film" and made demand for the immediate return of the film.

"You are also advised that, in the event of a continued unauthorized detention or use" of the film, Levinson wrote, "steps will be taken to protect our client's rights to the full extent of the law." He said that "To take a portion of this film and show it together with other product is unfair and has caused irreparable damage to the film and to our client's good will."

New Buying Group For N.E. Drive-ins

BOSTON, May 12.—A new buying and booking organization for drive-in theatres in this area has been opened at the Statler Office Building by Joseph J. Schmuck and associates, called the Drive-in Theatre Associates of New England, Inc.



"What a whale of a difference just a few cents makes!"

AN old Scottish axiom, handed down from father to son, has it that you get: "*naething for naething and nae muckle for saxpence!*" (nothing for nothing and not much for sixpence!) The real economy of the canny Scot lies in his sense of *sound* values.

As every good business man is well aware, it is nearly always possible to buy a substitute a little cheaper than the original. But he also knows that the original usually continues to be the best and well worth the difference in price.

Some sixteen thousand subscribers pay more for MOTION PICTURE HERALD—than is paid for any other weekly film trade paper. As an exhibitor who made a careful comparison recently put it in a letter renewing his HERALD subscription: "What a whale of a difference just a few cents makes" (referring to the cost per week and the difference in *effective* value.)

That well-known saying applies very aptly to the HERALD, which originated most of the departments that have been adopted or adapted by the other trade papers which entered this field. The HERALD continues to pioneer in innovations that are sound—and the "whale of a difference" in *effective* value continues from cover to cover of every issue.

In every issue of MOTION PICTURE HERALD and in its monthly *BETTER THEATRES* section you get the advantages of an independent and incisive editorial policy and the industry's largest staff of salaried reporters, reviewers, analysts and departmental experts.

In terms of actual, *practical* value there is no substitute for the HERALD. "What a whale of a difference" you get for its few cents cost per week!

UK Situation

(Continued from page 1)

had a very good year and the first five weeks of the new financial year were very satisfactory.

While here, the ABC executive will visit Chicago, Indianapolis, Washington and cities and towns in New Jersey, surveying the physical plant of theatres and their operations. The survey, he explained, is in conjunction with ABC's building and modernization plans calling for the expenditure of $8,000,000. Very little theatre construction, he went on, has gone on since the war. There are immediate plans to construct 12 new ABC theatres, he added. The major portion of the alloted expansion budget, he indicated, would go for modernization of existing theatres.

Not Frightened by TV

Asked about the impact of television in Britain, he said "we have now gotten over the first impact" of the medium. As to the projected bow of commercial television there is the fall, Cartlidge expressed his personal opinion that the box-office over a period of time will not be really "too badly affected." A good picture, he contended, will still draw the people away from their television sets and to the theatres.

Returning to ABC theatre operations, he said by the end of August all of ABC's first-run houses, numbering 320, will be equipped with CinemaScope screens. Stereophonic sound, he added, has not been installed in any of ABC houses. A dozen of ABC theatres are equipped for Perspecta Sound, with about 24 other houses set to be equipped.

Cartlidge spoke very enthusiastically of CinemaScope, saying that people in Britain now accept it as the conventional medium. The old dimensions, he went on, now look old fashioned.

To Seek Tax Reduction

Cartlidge, who expects to return to England on June 1, said that when the new administration is installed there, exhibitors will redouble their efforts to reduce the government admissions tax, which he put at from 37-and-a-half per cent to 38 per cent of the gross admission price.

He, as a member of the British exhibition organization, Cinematograph Exhibitors' Association, said he had not heard of the announced moves of Theatre Owners of America to form a liaison with CEA.

See Early Charter For TV Association

A formal charter for a trade association for the television film distribution industry should be drawn up within the next three weeks, according to Dave Savage of Guild Films, head of an eight man organizational committee which has been instructed to develop a plan for organization of such a group.

Savage said here yesterday that there are many suggestions and recommendations as to what will determine the qualifications for membership in the TV film distribution association. "It is not known now whether television film producers will be eligible for membership in the organization which will most certainly concern itself with trade practices, here and abroad," he stated.

Television--Radio

with Pinky Herman

MAGNETIC tape produced by the Minnesota Mining and Manufacturing Co., was used when that firm's new research center in St. Paul was dedicated yesterday with a closed circuit transmission of a color television program recorded on magnetic tape from the NBC studios in New York. The pre-recorded program included remarks by Brig. General David Sarnoff who hailed it as "an historic occasion." . . . With British-born screen star Richard Greene as "Robin Hood" supported by an all-English cast and shot on location in famed Sherwood Forest, a new series of half-hour telefilms, produced by Sapphire Films and distributed by Official Films, will CBSeen every Monday from 7:30-8:00 P.M. over that network, starting Sept. 26, and will be alternately sponsored by the Wildroot Co. and Johnson & Johnson. . . . Stanton Osgood, manager of film production and theatre TV for NBC will conduct a course in "writing for TV" at the summer Institute of Barnard College in New York. . . . Deejays are latching onto Buddy Costa's excellent Pyramid Platter of Elmo Russ' "Dancing on a Cloud," flipped with flack Richard Mardus' pretty ballad, "Street of Make-Believe."

☆ ☆ ☆



Herb Wolf

In presenting its annual award as "television's best quiz program" to the ABC-TVehicle, "Masquerade Party," Dr. Leslie Spence, president of the American Council for Better Broadcasts, announced that 5,661 people in 18 different states, participated in the voting. Program is produced by Herb Wolf, son of radio and TVet producer Ed Wolf. . . . A new Goodson-Todman panel show, "Make the Connection," will summer replace "Justice" NBCommencing Thurs., July 7, for the Borden Company. . . . Paul Baron has resigned from WMGM to take over as placement manager for Palmer-DeMeyer, Inc. Agency. . . . Eddie Fisher celebrates his 200th "NBCoke Time" telecast Friday, May 20. Did you know his first New York engagement took place seven years ago when he sang with Buddy Morrow's ork at the Lincoln Hotel Blue Room?

☆ ☆ ☆

BBS Records has just released a new platter featuring Warren Hull's recitations of the "Morning Prayer" and the "Evening Prayer," accompanied by a symphonic orchestra. Warren, host and emcee of "Strike It Rich," has signed over all of his royalties to charity. . . . If you look closely at the first of the filmed "Phil Silver CBShow" you'll see ork pilot Hank Sylvern in the role of a 'piano-playing GI.' . . . Formerly drum-beater for the RKOverseas department, Kermit Axel is now advertising director for "21 Brands" and doing a smart promotion job on Ballentine's-scotch, that is. . . . Alex Leftwich, former director of the "Lilli Palmer Show" and currently readying a feature motion picture, will marry Clayton Shields, business manager of ABC radio Friday, May 20, at the home of scripter Margaret Sangster. . . . Jack Barry, currently filming "Conflict," the TV series on mental health, uses as extras college students majoring in psychology or related subjects. Policy carries a two-fold purpose in that it adds to the income of the students and at the same time brings authenticity to the laboratory and research scenes. Barry, Friendly & Enright is producing the teleseries in conjunction with the National Association for Mental Health.



Warren Hull

☆ ☆ ☆

A miniature 'conference of Christians and Jews' took place recently. The day that Bob Weitman, v.p. in ABCharge of talent and programming, advised us of the exclusive signing of Bishop Fulton J. Sheen, he in turn was advised that he was awarded a citation by the Congregation Tiefereth Israel of Jackson Heights, 'for his outstanding charitable and religious work.' . . . Guild Films' "Liberace" series is seen by over 35,000,000 people weekly on 224 TV stations, co-sponsored by 167 firms. Slightly sensational in view of the fact that just over three year ago, in January, 1952, Liberace made his TV debut over station KLAC-TV in Los Angeles.

Paramount

(Continued from page 1)

taxes. This compares with a net of $1,404,000 for the same period last year.

Consolidated earnings for the 1955 quarter represent $1.31 per share on the 2,190,021 shares outstanding and in the hands of the public on April 2 which compares with 63 cents per share for the quarter ended April 3, 1954, on 2,217,044 shares then outstanding.

Dividend Declared

The board yesterday voted a quarterly dividend of 50 cents per share on the common stock, payable June 15 to stockholders of record at the close of business on May 26.

UA Starts 16mm

(Continued from page 1)

handled through the New York home office. With the operation now established as highly profitable, the prints will be serviced and booked through UA's overseas exchanges, he pointed out.

During the company's recently-concluded international sales convention in London, plans were developed to expand 16mm. revenue in every territory throughout the globe. Areas where the small-gauge prints already have met with acceptance are England, Scotland, Wales, Northern Ireland, Liberia, Malaya, Siam, Colombia and Trinidad, Lober stated:

Past Pictures Included

In addition to current films, the 16mm. program includes United Artists releases of the past six years. Among them are "High Noon," "Cyrano de Bergerac," "Champion," "Home of the Brave," "Return to Paradise," "Vice Squad," "Fort Algiers," "Joe Louis Story," "The Men," "99 River Street," "Raiders of the Seven Seas," "Return of the Corsican Brothers," "Sabre Jet," "Treasure of Kalifa," "Love Happy," "So Young So Bad," "Gun Belt," "Indian Scout," "Iroquois Trail" and "New Mexico."

Name Phillips

(Continued from page 1)

Austin Keough, who died last month.

Phillips, who is the senior member of the law firm of Phillips, Nizer, Benjamin & Krim, joined Paramount's legal department in 1928, previously having been attorney for and executive secretary of the New York Film Board of Trade.

Novins joined Paramount in 1946. He has been serving as assistant secretary of the company, secretary of Paramount Film Distributing Corp., secretary and director of Paramount Television Productions and a director of International Telemeter Corp., a Paramount subsidiary.

Johnston to Coast For Production Talks

WASHINGTON, May 12. — Eric Johnston, president of the Motion Picture Association of America, is scheduled to leave here on Monday for Hollywood for a week of conferences with production officials.

Johnston was scheduled to make the trip, his first since last fall, some weeks ago but had to postpone it because of illness.

MOTION PICTURE DAILY'S BOOKING CHART

ALLIED ARTISTS

LAS VEGAS SHAKEDDWN
Dennis D'Keefe
Coleen Gray
Thomas Gomez
Charles Winninger
77 min.
(Release 5/8/55)

SKABENGA
(Documentary)
61 min.
(Rel. 5/29/55)

LDRD OF THE JUNGLE
Johnny Sheffield
Wayne Morris
Paul Picerni
Leonard Mudie
Nancy Gates
69 min
(Rel. 6/12/55)

DARK VENTURE
Frank Lovejoy
Forrest Tucker
Peggie Castle
Timothy Carey
82 min.
(Rel. 6/19/55)

COLUMBIA

(May Releases)

THE END DF THE AFFAIR
Deborah Kerr
Van Johnson
John Mills
D—106 min.
(Rev. 4/13/55)

TIGHT SPOT
Ginger Rogers
Edward G. Robinson
Brian Keith
97 min.

CELL 2455, DEATH ROW
William Campbell
Robert Campbell
Marian Carr
Kathryn Grant
D—77 min.
(Rev. 4/14/55)

SEMINOLE UPRISING
(Color)
George Montgomery
Karin Booth
74 min.
(Rev. 4/25/55)

(June Releases)

A PRIZE OF GDLD
(Color)
Richard Widmark
Mai Zetterling
103 min.

FIVE AGAINST THE HOUSE
Guy Madison
Kim Novak

CREATURE WITH THE ATDM BRAIN
Richard Denning

LIPPERT

M-G-M

(May Releases)

THE PRDDIGAL
(Color)
Lana Turner
Edmund Purdom
Louis Calhern
Tania Elg
114 min.
(Rev. 3/28/55)
CS

THE MARAUDERS
(Color)
Dan Duryea
Jeff Richards
Keenan Wynn
Jarna Lewis
80 min.
(Rev. 4/15/55)

(June Releases)

LDVE ME DR LEAVE ME
(Color)
Doris Day
James Cagney
108 min.
CS

MDDNFLEET
(Color)
Stewart Granger
Viveca Lindfors
George Sanders
87 min.
CS

PARA.

(May Releases)

STRATEGIC AIR CDMMAND
(Color)
James Stewart
June Allyson
Frank Lovejoy
D—110
(Rev. 3/31/55)
VV

HELL'S ISLAND
(Color)
John Payne
Mary Murphy
Francis L. Sullivan
D—84 min
(Rev. 5/3/55)
VV & PS

(June Releases)

THE FAR HDRIZONS
(Color)
Frederick Murray
Carleton Heston
Donna Reed
108 min.
VV & PS

REPUBLIC

THE ETERNAL SEA
Sterling Hayden
Alexis Smith
Dean Jagger
103 min.
(Rel. 5/5/55)

SANTA FE PASSAGE
(Color)
John Payne
Faith Domergue
Rod Cameron
90 min.
(Rel. 5/12/55)

I COVER THE UNDERWDRLD
Sean McClory
Joanne Jordan
Ray Middleton
70 min.
(Rel. 5/19/55)

DDN JUAN'S NIGHT OF LOVE
Raf Vallone
Sylvana Pampanini
(Rel. 5/26/55)

(June Releases)

THE RDAD TD DENVER
(Color)
John Payne
Mona Freeman
Lee J. Cobb
City of Shadows
Victor McLaughlin
John Baer
Kathleen Crowley

FLAME DF THE ISLAND
(Color)
Yvonne DeCarlo
Zachary Scott
Howard Duff

THE GREEN BUDDHA
Wayne Morris
Mary Germaine

DDUBLE JEDPARDY
Rod Cameron
Gale Robbins
Alison Hayes

RKO

(May Releases)

BRINGING UP BABY
(re-release)
Katharine Hepburn
Cary Grant

I REMEMBER MAMA
(re-release)
Irene Dunne
Barbara Bel Geddes
Dscar Homolka
119 min.

(June Releases)

SDN DF SINBAD
(Color)
Dale Robertson
Sally Forrest
Lili St. Cyr
Vincent Price
88 min.
(Rel. 6/1/55)
SS

THE BIG STREET
Henry Fonda
Lucille Ball
88 min.
(Re-release)

WAKAMBA
(Color)
65 min.
(Rel. 6/29/55)

20TH-FOX

(May Releases)

DADDY LDNGLEGS
(Color)
Fred Astaire
Leslie Caron
Terry Moore
Thelma Ritter
126 min.
CS

THE ADVENTURES OF SADIE
(Color)
Joan Collins
Knneth More
George Cole
88 min.

THAT LADY
(Color)
Dlivia DeHavilland
Gilbert Roland

(June Releases)

THE SEVEN YEAR ITCH
(Color)
Marilyn Monroe
Tom Ewell
CS

SOLDIER DF FDRTUNE
(Color)
Clark Gable
Susan Hayward
CS

MAGNIFICENT MATADDR
(Color)
Maureen D'Hara
Anthony Quinn
CS

UNITED ARTISTS

(May Releases)

KISS ME DEADLY
Ralph Meeker
Cloris Leadman
105 min.

RDBBER'S RDDST
George Montgomery
82 min.

TIGER AND THE FLAME
Modi
Mehtab
97 min.

TOP DF THE WDRLD
Dale Robertson
Frank Lovejoy
90 min.

(June Releases)

SUMMERTIME
(Color)
Katharine Hepburn
Rossano Brazzi

THE BIG BLUFF
John Bromfield
Martha Vickers
Robert Hutton
70 min.

THE SEA SHALL NDT HAVE THEM
Michael Redgrave
Anthony Stel
Dirk Bogarde
91 min.

ALBERT, R.N.
Anthony Stel
Jack Warner

DTHELLD
Drson Welles
Suzanne Cloutier
93 min.

UNIV.-INT'L

(May Releases)

CULT DF THE CDBRA
Richard Long
Marshall Thompson
Faith Domergue
82 min.
(Rev. 3/22/55)

REVENGE OF THE CREATURE
John Agar
Lori Nelson
82 min.
(Rev. 3/15/55)
3-D

THE LDDTERS
Rory Calhoun
Julie Adams
Ray Danton
(Rev. 4/11/55)
87 min.

(June Releases)

THE MAN FROM BITTER RIDGE
(Color)
Les Barker
Mara Corday
Stephen McNally
80 min.

ABBDTT AND CDSTELLD MEET THE MUMMY
Bud Abbott
Lou Costello
79 min.
(Rev. 5/3/55)

THIS ISLAND EARTH
(Color)
Jeff Morrow
87 min.
(Rev. 4/4/55)

WARNERS

JUMP INTD HELL
Jack Sernas
Kurt Kasznar
Arnold Moss
(Rev. 3/31/55)
93 min.
(Rel. 5/14/55)

THE SEA CHASE
(Color)
John Wayne
Lana Turner
David Farrar
118 min.
(Rel. 6/4/55)
CS

TALL MAN RIDING
(Color)
Randolph Scott
Dorothy Malone
Peggie Castle
83 min.
(Rev. 5/11/55)
(Rel. 6/18/55)

Keys: SYSTEM: CS—CinemaScope; VV—VistaVision; SA—SuperScope (anamorphic print); 3D—two prints; 3D(1)—single strip.

SOUND: Ss—Four track magnetic stereophonic sound; Ss(2)—Separate stereophonic sound print; Ps—Perspecta optical directional sound; Ms—single track magnetic sound; Os—standard optical sound.

Letters denote the following: (D) Drama; (M) Musical; (C) Comedy; (O) Outdoor action; Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.

Now 64% of Total

Films of U.S. Had Big Year In Argentina

From THE DAILY Bureau

WASHINGTON, May 12.—More U.S. films were released in Argentina last year than in any of the last seven years, according to a report from Commerce Department film chief Nathan L. Golden.

He said that U.S. films increased their share of the market from about 52 per cent to almost 64 per cent of the total, making their gains at the expense of both European and Argentine films. "Problems with regard to import permits all but disappeared," he added, "and while the issuance of exhibition permits was slower than desired, there was no particular problem in this regard."

Production Also Heavy

Generally, 1954 was a good film year in Argentina, Golden reported. He said more pictures were released and many of these set box-office records; more pictures were produced in Argentina, and box-office receipts and attendance were both up.

A total of 368 features were released in Argentina last year, the largest number since 1948 and compared with only 240 in 1953. Of the 1954 total, 234 were U.S. films, compared to 127 the previous year.

Golden said that many more Argentine films were produced last year, but that many were of poor quality and did not do well at the box-office. The prospects for 1955, he added, were for "fewer but better pictures."

100 Holiday Dates For Fox's 'Soldier'

What is claimed to be the largest number of Decoration Day playdates for any 20th Century-Fox CinemaScope production—more than 100—are being lined up for "Soldier of Fortune," starring Clark Gable, Susan Hayward and Michael Rennie, it has been announced.

With prints of the Buddy Adler production being rushed by De Luxe Laboratories to meet playdates, the film will be launched in virtually every key center in the United States during the coming holiday weekend period.

In introducing Clark Gable's first picture for 20th Century-Fox, the film company is programming full-scale advertising, publicity and exploitation keyed to the point-of-playdate, it was said. Local co-operative budgets are being doubled on the attraction to enable expanded newspaper, TV and radio advertising.

Propose Parking Area

COLUMBUS, O., May 12.—Construction of a 1,000-car parking garage on the site of Central Market, near the downtown theatre district, was advocated in a blueprint for the future of the central business area released by City Planning Commissioner Ernest Stork. Construction of eight additional parking garages on the fringe of the downtown area also was recommended.

Reviews

"Five Against the House"

(Columbia)

THE threads of the story line of this melodrama are varied and mixed. Against the background of a Midwestern college campus, four ex-G.I.'s from Korea become involved in a robbery, inspired as a collegiate hoax.

How the hoax developes and how it is carried out become the most suspenseful aspect of this film, headlining Guy Madison, Kim Novak, Brian Keith, Alvy Moore and Kerwin Mathews. Although the picture does offer some action-packed sequences and a few laughs, there are a number of negative factors stemming from the implausibility of the plot, the "hip-hip-hoorah" concept of college life and the surface characterizations offered.

Once the film veers into sheer realism, with the cameras following the four ex-G.I. students in their robbery of a gambling casino in Reno, Nev., it grips the viewers attention.

The theft is first motivated as a challenge and accepted by one of the participants as another version of the "swallowing gold-fish" college antic. However, it is carried out at gun-point by one of the foursome, Keith, who is depicted as a psychoneurotic from his war experiences. The other three, led by Madison, find themselves involved in something far more serious than what they had planned.

Also involved in the theft plot—thought out rather ingeniously—is Miss Novak, who supplies the love-interest as Madison's girl. The other two main characters are Mathews, who plays the role of a rich man's son, burning to do something challangeable such as the theft of a Reno gambling "fortress," and Moore, a character who will do most anything for laughs.

Stirling Silliphant and John Barnwell produced, while Phil Karlson directed from a screen play by Silliphant, Barnwell and William Bowers, based on a story by Jack Finney.

Running time, 84 minutes. General classification. For June release.

MURRAY HOROWITZ

"Robbers' Roost"

(Goldstein-U.A.)

OUTDOOR action fans should enjoy this Leonard Goldstein Production about the West, cows, cowboys, gunplay and romance. All of those elements are in this Zane Grey saga, "Robbers' Roost," in color by DeLuxe, which United Artists is distributing. Producer Robert Goldstein has injected the film with action, fist-to-jaw encounters, shootin' scrapes and horse play, besides a cast headed by George Montgomery, Richard Boone, Bruce Bennett and Sylvia Findley.

Ranch-owner Bennett, who operates his vast holdings from a wheel chair, hires two outlaw gangs to guard his cattle from rustlers, believing that it takes a thief to catch a thief. Bennett's sister, Miss Findley, opposes this plan, but goes along with it much to the chagrin of Boone and Peter Graves, the other outlaw leader. Both sets of villians have plans to rustle the herd for their own benefit, but each is awaiting the proper opportunity.

Montgomery joins the gang in order to "get" the killers of his wife and the rustlers of his horses. He is accepted by Boone and soon becomes a trusted aide to the outlaw leader because of his handiness with guns and fists and his aversion to women. Boone finally outwits Graves in stealing the herd of cattle and, to insure his safety, kidnaps Miss Findley, against the opposition of his gang and Montgomery. In a stirring action climax, Montgomery aids Miss Findley in escaping the outlaws, reveals that he is truly not an outlaw and is absolved by all, after the crooks are either killed or captured by the sheriff, for his methods in finding his wife's murderer.

Others in the cast, ably supporting the principals, are Warren Stevens, Tony Romano, William Hopper, Leo Gordon, Stanley Clements and Joe Bassett. Sidney Salkow directed this film which was produced from a screenplay by John O'Dea and Maurice Geraghty.

Running time, 82 minutes. General classification. For release in May.

LESTER DINOFF

"The Master Plan"

(Astor)

A STANDARD re-working of the cloak-and-dagger story is the theme of this British import. Wayne Morris is the lone American in the cast and he does the best he can with the somewhat flimsy material. He plays an army officer who is called in to help an old friend in charge of security in an unidentified country. Some top secret information has been leaking out and the "contact" cannot be discovered.

Before he even gets acclimated, Morris is "kidnapped" by some mysterious strangers and injected with a serum which puts him under their power and forces him to learn and reveal the secrets of the security office. His friend, Norman Wooland, discovers his strange behavior while Morris is taking photographs of "the master plan," the most secret of all the documents.

Although the facts point to Morris' guilt, Wooland is convinced of his innocence and realizes that the spy must be one of four people—his secretary, his girl friend, the general's wife or the office's publicity man. In a climax intended to be taut and tingling, the real villain is exposed and Morris exonerated.

"The Master Plan's" primary fault is that it makes so much out of nothing. The audience is never informed of the great secrets that surround the office, the work of the office or the motivations of the characters. A few exciting moments and adequate acting are the film's attributes.

The unknown supporting cast includes Tilda Thamar, Mary Mackenzie and Marjorie Stewart as the ladies under suspicion. The picture was produced by Charles A. Leed and directed by Hugh Baker. The story was by Harold Bratt, adaptation by Donald Bull and screenplay by Baker.

Running time, 77 minutes. General classification.

In the THEATRE

Equipment

& Refreshment

World . . .

. . . *with RAY GALLO*

RCA's Engineering Products Division has announced a new junction box (see illustration) for drive-in theatre speakers. Made of plastic, it features modern, streamlined styling. Dubbed "Circlite," after the window-



strip which circles the base of the junction box and provides a guiding light for incoming patrons, the units are designed for use with all types of RCA in-car speakers. Beacon lights are supplied in white and red or green. The junction boxes can be secured through RCA equipment dealers.

•

Everfrost Sales, Inc., Gardena, Calif., has introduced a new dispensing head for installation on "bob-tail" fountains, fountainettes or creamer units. It is designed for drive-in operations where drinks must be served "in large volume and quickly." Called "Speed-Serv Dispensing Heads," the units are available in a wide range of combinations of mixing faucets and draft arms.

•

The Paul F. Beich Company, Bloomington, Ill., has a new candy bar for theatres called the "B" Square. It has a vanilla marshmallow cream center sprinkled with sugar toasted coconut and a lemon flavored coating.

•

Coin changers and payers with all-electric operation are available in a new line of such equipment just announced by Coinometer Corporation, Chicago. The machines are constructed with the keyboard unit and coin ejector independent of each other, which makes for "more convenient placement of both," the manufacturer states. Known as the Coinometer "400" series, the machines offer a full 104-key control board designed to enable cashiers to handle any coin-changing task instantly and accurately by depressing a single key.

•

"Millshake" is the name of a new milk shake and malt machine marketed by Mills Industries, Inc., Chicago. It has built-in refrigerated syrup pumps to provide three different flavors (one of which is basic vanilla) without the operator having to leave the machine.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 95 NEW YORK, U. S. A., MONDAY, MAY 16, 1955 TEN CENTS

Humphrey Says

Senate Group Willing to Hear Allied's Case

Says As Yet He Has Not Been Asked to Offer Bill

By J. A. OTTEN

WASHINGTON, May 15. — Sen. Humphrey (D., Minn.) said he felt sure that the Senate Small Business Committee would hold hearings on the current situation of film exhibitors if Allied States Association and other exhibitor groups want such hearings.

He said the hearings might be held either before a monopoly subcommittee headed by Sen. Long (D., La.) or before subcommittee which he, himself, heads, on merchandising and distribution practices. He added that he hadn't talked yet to Senator Long on the matter.

Humphrey was one of the Senators recently contacted by Allied general counsel Abram F. Myers and Allied defense committee chairman Benjamin Berger. He said he had not been asked

(*Continued on page* 4)

U-I's Barcelona Meet Starts Today

Special to THE DAILY

BARCELONA, May 15.—With the arrival here of Universal-International home office and studio executives from the U. S., 49 supervisors, branch managers, distributors and publicity heads from four continents, the stage is set for the opening of the Universal-International European sales conference tomorrow.

Universal Pictures president Milton R. Rackmil, executive vice-president and president of Universal Interna-

(*Continued on page* 4)

SMPTE East. Group To Discuss 'Color'

"Color and Brightness in Projected Color Pictures" will be the topic of discussion at the May meeting of the Atlantic Coast Section of the Society of Motion Picture and Television Engineers at the Hotel Belmont Plaza here tomorrow evening.

Ralph M. Evans of the Color Technology Division of Eastman Kodak Co. will provide background knowledge on color reproduction and perception which is vital to both motion pictures and television, the SMPTE said.

Para. Rejects Parley Bid

Barney Balaban became the fourth company president at the weekend to reject a bid by Allied States Association and Theatre Owners of America to meet with a joint TOA-Allied committee.

Balaban, in a telegram to Ruben Shor, Allied president, pointed out that the committee's second invitation, which asked for a reconsideration of previous rejections, made it clear that matters relating to film rentals and other matters were to be discussed among competitive company presidents. Exhibition's telegram had stated

(*Continued on page* 4)

Barnes 'Not Sold' On Treble Damage Discretion Issue

From THE DAILY Bureau

WASHINGTON, May 15. — Assistant Attorney General Stanley N. Barnes, in charge of the anti-trust division, said he was "not completely sold" on the idea of giving federal judges discretion to award less than treble damages in private anti-trust suits.

This recommendation was made by

(*Continued on page* 4)

'Up to Committee,' Says Shor

'NEXT STEP' BEFORE ALLIED, TOA GROUP

Will Decide Whether to Meet Individually With Company Presidents Next Monday

Whether the Theatre Owners of America-Allied States Association joint committee will meet with company presidents individually, inasmuch as a collective session now appears to have gone by the boards, will be decided here next Monday when members of the committee will meet to decide the next step in its drive for a top-level conference.

Ruben Shor, president of Allied States, said at the weekend that a decision on future strategy could not be made until next Monday because members of the committee are in all parts of the country and that contact by mail or telephone would not be feasible.

"It's entirely up to the committee as to what our next move shall be," Shor said. "I cannot speak for the members."

Shor said that he had received rejections from four company presidents to the joint committee's invitation to a round-table conference. They were from Spyros Skouras, 20th Century-

(*Continued on page* 4)

Southeast Film Festival Now On in Atlanta

By WALTER BROOKS

ATLANTA, May 15.—Exhibitors of Alabama, Florida and Georgia launched their "Southeastern Movie Festival" today, a joint effort by three associations to boost theatre attendance and, at the same time, ballyhoo their slogan: "Nothing Beats the Movies." The festival will last until June 15.

The festival will continue in active

(*Continued on page* 4)

Progress Report

To Retain Price Scale for New Technicolor Process

By MURRAY HOROWITZ

Technicolor's new and improved process will be offered in release prints on the company's present over-all price scale for imbibition prints, it was announced here at the weekend by Herbert T. Kalmus, Technicolor president.

Kalmus, addressing a trade press conference, called the results of the new process "the most wonderful picture in color made by any process" that he had ever seen, "from all technical points of view, including sharpness or definition and especially color rendition."



Dr. H. T. Kalmus

He said demonstrations are currently being held on the coast, adding that the industry is "most enthusiastic" in its comments. Kalmus prefaced his remarks by saying that only last week he witnessed one demonstration on a 50-foot screen on the Coast. Continued the Technicolor president: "The 35-mm. print used for this demonstration embodied all the changes in its imbibition process that Technicolor has been striving for since the advent of Eastman and Ansco color type negative and the advent of large screens in the theatres."

The press conference was highlighted by the following other announcements:

Technicolor is currently negotiating with at least four other firms in its

(*Continued on page* 5)

Local Circuits May Show Toll-TV Trailer

While representatives of national circuits hesitate to impose their anti-toll TV urgings upon patrons of their theatres through the use of their screens in the current opposition campaign, some local circuits feel differently about the matter and some of them may use trailers to the extent, at least, of asking audiences to write to the Federal Communications Commission before June 9 expressing their views.

The subject of using theatre screens in the exhibitors' campaign was dis-

(*Continued on page* 4)

Para. Opens Studio Sessions Today

From THE DAILY Bureau

HOLLYWOOD, May 15. — A scheduled one-week sales-merchandising meeting of Paramount distribution and production executives will start at the company's studio tomorrow with George Weltner, head of Paramount worldwide sales, presiding.

Weltner left New York by plane at the weekend with other home office executives, including Jerry Pickman, vice-president in charge of advertis-

(*Continued on page* 5)

Personal Mention

HARRY M. KALMINE, Stanley Warner Corp. vice-president and general manager; MRS. KALMINE and ARTHUR ROSEN, assistant to NAT LAPKIN, vice-president in charge of production, left New York by plane on Saturday for Paris.

•

SANDRA GORDON, secretary to WILLIAM C. GEHRING, 20th Century-Fox executive assistant general sales manager, was married on Sunday in the Cathedral of St. Sava to FRANK POPOVICH.

•

LEONARD MISHKIND, of General Theatres Circuit, Cleveland, is the father of a son born there to MRS. MISHKIND at University Hospital.

•

JACK OCHS, official of the Ochs Drive-in Management Co., Cleveland, is the father of a son born there to MRS. OCHS.

•

STEPHEN BOSUSTOW, president of United Productions of America, will leave the Coast later this week for New York.

•

JAMES VELDE, United Artists Western division manager, left New York yesterday for San Francisco and Los Angeles.

•

MILTON R. RACKMIL, president of Universal Pictures, left New York at the weekend for Barcelona, Spain.

•

DAVID O. SELZNICK, who left New York at the weekend for Bermuda, will return here tomorrow.

•

HAROLD HECHT, producer, is scheduled to return here today from the Cannes Film Festival in France.

•

HARRY ALAN TOWERS, British producer, arrived here yesterday from London via B.O.A.C. Monarch.

•

JAMES WOOLF, of Romulus Films, Ltd., London, left here at the weekend for Los Angeles.

•

CLAUDE EZELL and MRS. EZELL returned to Dallas from New York over the weekend.

•

COUNT LEONARDO BONZI, Italian producer, is in Chicago from New York.

•

MICHAEL RAY, British actor, will arrive in New York today from London.

New Johnston Tour

WASHINGTON, May 15. — Eric Johnston, president of the Motion Picture Association of America, will visit the Middle East again in early June in another effort to resolve the difficulties between the Arab States and Israel on Jordan River valley development. Johnston will be undertaking his fourth round of negotiations since he was appointed in October, 1953, to the mission by President Eisenhower.

'Sinbad' Cancelled By RKO Theatres

An RKO Theatres home office spokesman confirmed on Friday that the circuit had cancelled all out-of-town bookings of RKO Radio's "Son of Sinbad."

The picture, denied a Production Code seal for many months, recently was revised by RKO Radio and a seal was issued to it. However, the picture since was put on the "condemned" list of the National Legion of Decency. The RKO Theatres spokesman said no deal has been negotiated for "Sinbad" for the circuit's New York houses.

Col. Roulette Stunt Gets Wide Attraction

Newspaper writers and television and radio networks participated in Columbia Pictures' Kim Novak roulette promotion stunt for "Five Against the House." Newsmen and TV-radio people, including Garry Moore and Martin Block, gave the "gimmick" prominent attention. Miss Novak, in the gaming room of the Sands Hotel, Las Vegas, contacted the participants by phone and offered to place a bet on any roulette number they chose. Winnings were turned over to the Crippled Children's Society.

Among the columnists and motion picture editors who tied up with the promotion were: Bill Majeski, Washington "Daily News"; Mildred Stockard, Houston "Chronicle"; Virgil Miers, Dallas, "Times-Herald"; Bob Battle, Nashville "Banner"; Buck Herzog, Milwaukee "Sentinal"; Norman Nadel, Columbia "Citizen"; Arnold Marks, Portland, Ore., "Journal"; Betty Craig, Denver "Post"; Edith Lindeman, Richmond "Times-Dispatch"; Ann Marster, Chicago "America"; Paul Hochuli, Houston "Press"; Robert Stapp, Rocky Mountain "News"; Jack Gordon, Fort Worth "Press"; Allen Widem, Hartford "Times"; Kasper Monohan, Pittsburgh "Press"; John Rosenfield, Dallas "News"; Warner Twyford, Norfolk "Virginian-Pilot"; Emery Wister, Charlotte "News," and Irving Kupcinet, Chicago "Sun-Times."

Name Committee for Phila. Award Dinner

Special to THE DAILY

PHILADELPHIA, May 15. — Leaders in the amusement and motion picture industry have been appointed to the executive committee sponsoring Deborah Sanitarian and Hospital's Humanitarian Award dinner, honoring John B. Kelly, to be held on Sunday, June 12, at the Bellevue-Stratford Hotel, it was announced by Judge James C. Crumlish, of the Philadelphia Court of Common Pleas, chairman of the dinner. Kelly is the father of Grace Kelly, Academy Award winner.

Among those named to the executive committee by Judge Crumlish are: William Goldman, head of Goldman Theatres; Ted Schlanger, Philadelphia zone manager for Stanley Warner; James P. Clark, head of the Highway Express film delivery service; Manie Sacks, executive vice-president of the Radio Corp. of America, and Paul Harron, president of Radio Station WIBG here and Station WTEL-TV at neaby Wilmington, Delaware.

Wide Range of Service

The Deborah Sanatorium and Hospital at nearby Browns Mills, N. J., which sponsors the Humanitarian Award, provides free hospitalization for the treatment of many complex diseases. Joseph S. Elichmann is national president of the non-sectarian institution.

Other amusement industry figures named to the executive committee are Fredric R. Mann, president of the Robin Hood Dell summer concert series; William H. Sylk, president of Radio Station WPEN; Jack Beresin, former international chief barker of the Variety Clubs; Councilman Victor H. Blanc, former chief barker of Philadelphia Variety Club, Tent No. 13; Dr. Leon Levy and Isaac D. Levy, former owners of radio station WCAU, and at the present time head of Official Films.

Milliken Recuperating

Gov. Carl E. Milliken, former secretary of the Motion Picture Association of America, and now managing director of Teaching Film Custodians, is recovering from a circulatory ailment at the New Rochelle, N. Y., hospital.

New Activity in RKO Stock Revives Reports That Hughes-Odlum Near Deal

Action of RKO stock at the week end put the price up about two points at the peak, easing off almost a point later. The move was attributed in financial quarters to reports that Howard Hughes and Floyd Odlum were close to a deal after almost a year of negotiations.

The company is inactive, its only asset being treasury cash of about $18,000,000, held for redemption at $6 per share of stock still outstanding. Odlum has wanted the company in order to utilize its $25,000,000 of tax loss carryover in a new enterprise. Hughes owns approximately 1,250,000 shares of the inactive company; Odlum about 1,000,000. The turnover in the stock on the Big Board here Friday was only 8,500 shares but the net gain of the issue was 1⅜ for the day.

RKO home office sources said they knew of no explanation for the rise.

Let Film Men, Not Lawyers, Plan Fair Arbitration: Ezell

A fair arbitration system will settle all differences in the industry, according to Claude Ezell of Claude Ezell & Associates, who stated here at the weekend that the Texas drive-in theatre business has "been generally good" because of fair weather and product.



Claude Ezell

Ezell, who operates 23 drive-ins throughout Texas with his associates said that arbitration for the motion picture industry could be evolved in good faith if film men, not lawyers, drew up the rules and regulations for such a system.

The southwest exhibitor commented on Al Lichtman's proposal to arbitrate rentals on small accounts up to $50. "Film rentals should not be included in arbitration, but should be discussed only between exhibitor and distributor as private matter," he said.

Has Own Sound System

Ezell said that eight to 10 of the drive-in theatres in his circuit are equipped with full sterophonic sound equipment which was developed by his company. At present, no plans are in the making to manufacture additional sterophonic sound equipment for outdoor houses, Ezell said. He disclosed that he has recently acquired two additional outdoor situations for his circuit.

'Knights' Is First C'Scope in Korea

M-G-M's "Knights of the Round Table" will be the first CinemaScope and Perspecta sound production to play in South Korea in two new theatres which the Bullee Trading Co. is opening in Soeul shortly, according to Seymour Mayer, Far East supervisor for Loew's International Corp.

South Korea is a "boom" market for U. S. product, Mayer stated and added that due to the limited number of theatres in that country, performances play to capacity.



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People

Constantine J. Basil, president of Basil Enterprises, has just signed to a long term contract **George H. Mackenna** as general manager and managing director of Basil's Lafayette, flag ship of the circuit. The contract will run until 1960. Mackenna has been associated with the Lafayette theatre interest since 1943, when the company purchased the Lafayette Theatre and the office building adjoining it. Mackenna was appointed manager of the Lafayette in June, 1930, by the late A. C. Hayman. Mackenna and Basil are now on a trip to the West Coast and will visit several of the leading studios.

¤

Phil Todaro, advertising manager, and **Gary Kent,** assistant manager, have resigned at the Century Theatre. Todaro has taken on a disc jockey program which will be broadcast over radio station WXRA in Kenmore, N. Y.

¤

Col. Tim McCoy, one of the best known of the early silent-film cowboy stars, may return to the screen if negotiations now in progress between him and producer **Nat Holt** materialize. **Holt** wants **McCoy** for the role of a Texas ranger in his production of "Texas Lady" for RKO.

¤

Danny Kaye, who recently completed "The Court Jester" for Paramount, a film in which he is co-starred with several top British players, left here yesterday for England, where on May 23 he will begin a six-week return engagement at the London Palladium.

¤

K. Elmo Lowe, of the Cleveland Playhouse, will be guest speaker Thursday at the luncheon meeting of the Motion Picture Council of Greater Cleveland, which will be held in the Higbee Auditorium. His subject will be "Films and the Theatre."

'Lucy,' Gobel TV Favorites

June Allyson, Gable Tops In 'Companion' 11th Poll

June Allyson and Clark Gable were named the top film stars of the year in the annual motion picture poll of U. S. women conducted by the "Woman's Home Companion." "The Robe" was voted the favorite picture of the year—for the second year in a row.



Clark Gable

In TV entertainment top honors went to Lucille Ball — for the third successive year —and to newcomer George Gobel. "I Love Lucy" was named favorite TV show for the third consecutive year.

Paul Smith, president of Crowell-Collier and Editor-in-Chief of the "Woman's Home Companion," will present the "Family Movie Awards" and "Family TV Awards" to these motion picture and TV stars at a luncheon tomorrow at the Beverly Hills Hotel in Hollywood.

Miss Allyson, chosen by American women as their favorite female star for the second consecutive year has been among the top stars in the past 10 "Companion" polls.

Clark Gable comes back as the women's favorite male star for the first time in four years. His popularity this year is believed to be due to the reissue of "Gone With the Wind," which was voted the third most enjoyed picture of the past 12 months.

Crosby in Second Place

Bing Crosby, who often has been first in "Companion" polls, now rates as second favorite male star. John Wayne, who was the top male star last year, came in third.

Loretta Young wins a place as second favorite woman star in both pictures and TV—for two years in a row. Joan Davis ranks third in TV.

This is the "Companion's 11th poll, and is based on a "scientific" nation-wide sample of all U. S. women. Because women so largely influence the family in its choice of entertainment, it is considered by the publication greatest single guide to the kind of entertainment the American family wants.

Here is how they rate the first ten stars, films and TV programs:

Female Film Stars:

June Allyson, Loretta Young, Barbara Stanwyck, Grace Kelly, Joan Crawford, Doris Day, Jane Wyman, Irene Dunne, Esther Williams and Susan Hayward.

Female TV Stars:

Lucille Ball, Loretta Young, Joan Davis, Dinah Shore, Ann Sothern, Martha Raye, Eve Arden, Arlene Francis, Gracie Allen and Spring Byington.

Favorite Motion Pictures:

"The Robe," "White Christmas," "Gone With the Wind," "On the Waterfront," "A Star Is Born," "There's No Business Like Show Business," "Magnificent Obsession," "From Here to Eternity," "The Caine Mutiny" and "Rear Window."

Male Film Stars:

Clark Gable, Bing Crosby, John Wayne, Gregory Peck, Gary Cooper, William Holden, Alan Ladd, Spencer Tracy, James Stewart and Marlon Brando.

Male TV Stars:

George Gobel, Jackie Gleason, Arthur Godfrey, Garry Moore, Desi Arnaz, Jack Webb, Perry Como, Herb Shriner, Ed Sullivan and Groucho Marx.

Favorite TV Programs:

"I Love Lucy," "Jackie Gleason Show," "Toast of the Town," "Dragnet," "George Gobel Show," "Arthur Godfrey's Show," "This is Your Life," "December Bride," "Loretta Young Show" and "You Bet Your Life."

M-G-M to Release 38 Single Reelers; Start in September

M-G-M will release a total of 38 single reel short subjects for the new season starting September, it was announced at the weekend by the company. These are in addition to 104 issues of the News of the Day, released twice a week.

The list of short subjects will be headed by six CinemaScope cartoons in Technicolor. There will also be six more cartoons in Technicolor as well as 14 Gold Medal reprints in the same color process.

Additionally, there will be six Robert Benchley reprints and six "The Passing Parade" subjects, both of which have been very popular and which are being brought back into circulation.

'Stranger' Premiere On Coast June 29

Stanley Kramer's "Not As A Stranger," will have its world premiere on June 29 at the Stanley Warner Theatre in Beverly Hills, Cal., for the benefit of the Mt. Sinai Hospital, it was announced by B. G. Kranze, general sales manager of United Artists.

Proceeds from the premiere will be used in a special fund for an entertainment wing of the newest hospital in Southern California.

Talks Open June 6 For SAG Video Pact

HOLLYWOOD, May 15. — The Screen Actors Guild will open negotiations on June 6 with the Association of Motion Picture Producers and the Alliance of Television Film Producers for a new collective bargaining contract covering actors, singers and announcers in television films.

The television supplement to the producer-SAG contract of 1952 expires on July 20.

Roxy Dividend Declared

HOLLYWOOD, May 15. — Roxy Theatre, Inc., has announced a quarterly dividend of 37½ cents per share on the outstanding preferred stock has been declared, payable June 1 to stockholders of record on May 20.

Myers Calls Attention To 'New Yorker' Cover

The cover of the May 14 issue of "The New Yorker" depicts an angry-looking man staring at a colored-streaked and blurred television screen. It is quite obvious that the Peter Arno character is quite perturbed over what he is seeing, which resembles a Picasso painting of a rain storm.

Abram Myers, general counsel of Allied States Association, couldn't refrain from comparing it with what may be expected from toll TV. In a telegram to MOTION PICTURE DAILY on Friday, Myers flashed: "As if you did not know, that irate gentleman on the 'New Yorker's' cover just tuned in on one of McDonald's coded channels."

Fox to Have Five on B'way at Same Time

Within the next three weeks, 20th Century-Fox will have five features showing on Broadway. Of these, four will be in CinemaScope and color and one a standard release, also in color.

Heading the line-up will be "The Seven-Year Itch," starring Marilyn Monroe and Tom Ewell, in CinemaScope, which will premiere at Loew's State Theatre on June 3. "Daddy Long Legs," starring Fred Astaire and Leslie Caron, will be at the Roxy, while at the Astor will be "Magnificent Matador," starring Maureen O'Hara and Anthony Quinn. The latter production will bow on May 24. Both are in CinemaScope.

Continuing at Brandt's Mayfair Theatre will be "Violent Saturday," in CinemaScope, with Victor Mature, Richard Egan and Ernest Borgnine. The fifth feature, "The Adventure of Sadie," will still be on exhibition at the Normandie Theatre. This is a standard release in Eastman color.

RKO Has 3 Films Now in Production

HOLLYWOOD, May 15. — C. J. Tevlin, vice-president in charge of RKO studio operations, disclosed that RKO currently has three major films before the cameras for world-wide distribution.

They are Benedict Bogeaus' production, "Tennessee's Partner," which will begin filming tomorrow with John Payne, Rhonda Fleming and Ronald Reagan in starring roles under the direction of Allan Dwan; the Edmund Grainger production, "The Treasure of Pancho Villa," starring Shelley Winters, Rory Calhoun, Gilbert Roland and Joseph Calleia under the direction of George Sherman, and the Panamint Pictures production, "Bengazi," starring Richard Conte, Victor McLaglen, Richard Carlson and Mala Powers under the direction of John Brahm.

All three of the productions will be filmed in the Superscope widescreen process invented by Joseph and Irving Tushinsky.



Senate Group

(*Continued from page* 1)

yet to introduce a specific bill calling for Federal regulation of the film industry, as proposed by Allied, and that he had no present intention of introducing any such bill. However, he added, the Senate Small Business Committee can very readily have hearings without any specific bill being before it.

The Allied officials, Humphrey said, had made a "very forceful presentation" of their case. He added that while he had not yet heard the other side of the story, it seemed that it would be worthwhile for a Congressional committee to look into the situation.

Barcelona Meet

(*Continued from page* 1)

tional Films Alfred E. Daff and vice-president and foreign general manager Americo Aboaf, head the list of U.S.A. representatives.

Director of foreign publicity Fortunat Baronat who has been here for two weeks preparing for the conference, will also be present as will Latin American supervisor Al Lowe and Far Eastern supervisor Arthur Doyle, who is making the trip from Tokyo.

On the conference agenda are release and promotion plans for U-I product set for distribution in Europe during the coming year and the announcement of the winners of the recently completed 1955 Daff drive.

Festival in Atlanta

(*Continued from page* 1)

and official motion tomorrow and Tuesday when the annual joint convention of the Motion Picture Owners & Operators of Georgia and the Alabama Theatres Association will convene in the Biltmore Hotel here. Cooperation in the promotional aspects of the festival-convention will be contributed by the Florida Theatre Owners Association although it will hold no business sessions.

Three Days for Organization

The three days will be utilized for the purpose of organizing the festival, instructing the attending exhibitors in showmanship selling and brief business sessions by the Georgia and Alabama associations.

The three exhibitor organizations are making promotional material such as trailers, window cards, posters, mats and recordings and will use other devices such as radio, television and newspaper publicity and proclamations signed by city and state officials designating the period as Movie Festival Month.

Production and distribution will try to have as many big pictures as possible in saturation bookings during the period, but not less than three, and to have stars appear at each premiere. Saturation will be on a three-state basis or, in order to make a greater number of pictures available this way, distributors may saturate on a state-by-state basis.

Will Use Radio, TV

It is also expected that production and distribution will buy at least one page in the Sunday magazine sections of the Atlanta, Birmingham and Jacksonville papers on each picture, in addition to TV and radio time, and will furnish enough prints on the saturation films.

The Atlanta "Journal and Constitution" today had a special section under the title, "Something Wonderful Has Happened to the Movies." In addition to text, color page ads on new product had been inserted by 20th Century-Fox, Republic, M-G-M, Allied Artists and Warner Brothers.

The biggest advance "hoopla" of the festival was registered at the weekend when Yvonne de Carlo joined in on the "Old Newsboys" parade which is sponsored annually by the Variety Club here. Miss de Carlo was brought here by Allied Artists and her appearance hit Page One in text and pictures of the newspapers. She also received top attention on radio and television programs.

Reviews

"A Prize of Gold"

(Columbia)

RICHARD WIDMARK supplies the American "angle" to a picture produced in Berlin and Britain. Essentially British, the story is somewhat hampered by a trivial love story which lessens the effect of an unusual plot twist. Widmark portrays a brash, bullish and loud character whose stupidities in his plot for larceny on a grand scale bring him and his associates to a bad end.

Widmark has a simple problem, with which the picture is unduly occupied, and to which he brings a Rover Boy solution. An Air Force sergeant in occupied Berlin, he has fallen in love with Mai Zetterling, who teaches kindergarten in the ruins and needs a substantial sum to take her brood to Rio de Janeiro, where things presumably are better.

Widmark's answer to hardships is forceful, direct and natural to a tough character. He hi-jacks a plane full of gold, consigned by the British and American armies from Berlin to Britain. This he manages with some newly found and reluctantly approved cronies and characters of the British underworld.

But then things go wrong; the plane crashes amidst all the rough stuff accompanying the overpowering of its crew, and it appears Widmark and his friends may have committed murder. One of the Britishers, Nigel Patrick, then turns out to be not merely a derring-do egotist and superb flier, but also money mad, and therefore dangerous; especially when he disapproves Widmark's plan to return the gold, and then proceeds with all the tricks of judo to beat up Widmark, a sergeant no less, of military police. Patrick gets his comeuppance in fleeing. When he falls into a canal, the gold bars weighing down his pockets drown him. Widmark remains alive to face court martial.

The hectic planning of small details, some of which immediately begin to go awry, the hi-jacking sequence, the vicious fight in which Widmark strangely for him is beaten, all these are the exciting parts of the picture. and suffice to bring in a verdict of suspense and action better late than never.

Mark Robson was responsible for direction, and the screenplay was by Robert Buchner and John Paxton from a novel by Max Catto.

There are appurtenances for exploitive purposes, such as specially composed music, and special songs, and the London Symphony orchestra playing them.

Running time, 98 minutes. General classification. For June release.

"The Tiger and the Flame"

(United Artists)

BETTER than average interest may be created by this huge spectacle from India. The picture, filmed in color by Technicolor with a predominantly Indian but English-speaking cast, "The Tiger and the Flame" is a rambling, often violent saga about a mid-19th Century rebellion against the British.

In sets, decor, costumes and number of extras—reputed to total in the neighborhood of 25,000, the film certainly is one of the most lavish ever produced, and for the armchair traveller it is a real treat—an exciting panorama of a people and a place. Packed into the footage are scenes of true magnificence detailing the pomp and ceremony of old Indian life, such as the wedding and coronation of a maharajah, the festivities celebrating the birth of his son and at least one delightful Indian ballet. The pageantry is, in fact, almost numbing since it is used indiscriminately and the story is generally slow-moving and melodramatic.

This concerns the fiery daughter of a poor merchant whose horoscope is so interesting she is chosen as the bride of an aging, childless maharajah whose throne is coveted by the East India Company. The girl learns her lessons well and later, as the widowed maharanee, she organizes an uprising against British rule that, although doomed from the start, bathes India in blood but foretells eventual independence. The young queen dies in battle, her mission completed and her personal story overwhelmed in visual spectacle.

Sohrab M. Modi, who both produced and directed the film, also plays one of the leading roles, and most effectively, that of the maharanee's devoted tutor and political adviser. A young lady by the name of Mehtab is seen as the maharanee and Mubarak plays her aging husband. The screenplay was written by Geza Herczeg, Pandit Sudershan and Adi F. Keeka. United Artists is releasing the film, a natural for tie-ups with various school and university groups.

Running time, 97 minutes. General classification. For May release.

Germany's U.F.A. To Be Broken Up

BONN, Germany, May 15. — The powerful U.F.A. film combine, once a vital propaganda instrument of the Hitler regime, will be broken up into independent stock companies and transferred to private ownership, it has been disclosed by William Ekmendorf, chairman of the German Liquidation Board.

West Germany's film theatres at the present time total slightly more than 5,000. Proceeds from the sale will be channelled in directions to aid the progress of an independent, and strictly non-political, film industry in Germany.

4 Rejections

(*Continued from page* 1)

Fox; Nicholas M. Schenck, Loew's; Milton Rackmil, Universal, and Barney Balaban, Paramount, the latter's rejection having been received on Friday.

No responses to the original bid had been received, he said, from Columbia, Warner Brothers, United Artists, RKO Radio and Republic. The only acceptance, he added, came from Steve Broidy, president of Allied Artists.

Para. Declines

(*Continued from page* 1)

that the meeting would concern itself with methods of boosting theatre attendance, but did not promise that film practices would not come up.

On that point, Balaban said that the assurances in the invitational telegram were self-contradictory and that statements by the committee and other exhibitor leaders had made the discussion of film rentals inevitable. For that reason, Balaban wired, Paramount must again decline the invitation.

Local Circuits

(*Continued from page* 1)

cussed at several meetings here last week by subcommittees of the Committee Against Pay-As-You-See TV. No decision was reached, it was learned, due to the lack of unanimity of views on the subject.

Some national circuit representatives feel it would be an imposition on their audiences to use the screens in the campaign and favor placing campaign literature in lobbies, or wherever it would be accessible on a voluntary, rather than an involuntary basis.

Some Showings Expected

Some local circuits, however, reportedly believe that the issue is of wide public interest and patrons could be urged in trailers to express their views to the FCC without incurring their resentment. Indications are that some of these will proceed to have trailers made for showing in their theatres regardless of any action taken by the committee.

Barnes 'Not Sold'

(*Continued from page* 1)

the attorney general's committee that studied the anti-trust laws of which Barnes was co-chairman.

Testifying before a House Judiciary Sub-committee on Friday, he said he was "not completely sold on that proposition in the committee's recommendations." He did not elaborate on the statement.

Film distributors have been urging such a change in the anti-trust laws, and Rep. Walter (D., Pa.) has introduced a bill to give the courts such discretionary authority. The judiciary sub-committee is supposed to have hearings on the Walter Bill some time after it completes the current hearings after it completes the hearings now in progress on anti-trust problems generally.

However, the current hearings are scheduled to last another two weeks, and the longer the sub-committee takes to get to the Walter Bill, the less the chance of House action on the measure this year.

Technicolor

(*Continued from page* 1)

desire to either acquire or merge a related enterprise with Technicolor under the company's diversification program.

A broad overseas expansion program is in progress as previously reported exclusively in MOTION PICTURE DAILY.

In addition, Kalmus, in response to a question, commented on his expectations of Technicolor earnings for the balance of 1955. "Without predicting what will happen," Kalmus said, if the rate of earnings continue as they have in the first quarter and the month of April, for the rest of the year, the 1955 earnings would equal $1.38 per share after taxes. This compares to $1.18 per share for 1954 and $1.23 in 1955.

Kalmus also held out the possibility that Technicolor's price structure may be changed. Cautioning that his remarks should not be interpreted as forecasting an increase or decrease in the company's pricing policy, Kalmus explained that the situation is currently very different than it was years ago, when Technicolor's pricing schedule was formed. The question of whether the present pricing policy is suitable, Kalmus went on to say, is being studied by the company.

On the overseas expansion program, Kalmus said that negotiations were currently under way for the construction of Technicolor laboratories in Italy, India and Japan. It was further disclosed by Kay Harrison, foreign relations director, who also attended the press conference, that Technicolor plants are contemplated in Munich, Germany, and Buenos Aires. Harrison put the following priority on Technicolor's overseas plant expansion program: Bombay, India; Rome, Italy; Tokyo, Japan; Munich, and Buenos Aires.

Kalmus explained that foreign interests would invest in the plant construction and equipment, with Technicolor supplying the licensing and know-how in return for a 50 percent interest in the venture. He called the contemplated arrangements similar to Technicolor, Ltd., in London and the already announced projected plant in Paris.

Harrison put the cost of erecting and equipping a plant at $2,000,000, estimating the capacity of such plants at 75,000,000 feet per year. He called attention to the man-power problem in relation to the contemplated construction of overseas plants, explaining that it takes time to find and to teach the necessary technical skills. Harrison, who is to leave here tomorrow for London, said a $1,000,000 expansion program is under way in the London plant. He estimated that the contemplated Rome laboratory could be ready in about 18 months.

In response to a question as to what may an American producer save by ordering his French prints in Paris, Kalmus listed the following: duty, transportation and insurance, convenience of dubbing into French language by being able to discuss technical details on the spot, saving of time for obtaining French release print requirements, a lower cost per print and possible currency advantages.

The press conference, also attended by John R. Clark, Jr., assistant to the president, and George F. Lewis, Jr., secretary, also heard Kalmus explain the planned diversification program.

Announcement in Few Months

Said Kalmus: "As an additional assurance of growth last year Technicolor became financed and stock was made available in anticipation of the assimilation by purchase or merger of one or more businesses in which Technicolor has confidence of satisfactory profits and toward the growth of which Technicolor research, engineering and administrative departments can play an important part. Several negotiations are underway . . . (and) some announcement will probably be made during the next few months."

Asked whether he foresaw any radical improvements in motion picture media, Kalmus responded that none of the current processes represent the "ultimate," "nor do we look for standardization in the immediate future." "Eventually," he continued, "we foresee an all purpose process stemming from negatives of increased arca (compared with the former standard 35mm. negatives) from which prints may be made in the Technicolor laboratory for all purposes whether for specialty theatres" or for 35mm. projection.

Technicolor, he added, "has appropriated substantial sums for research and development in this all purpose field."

Kalmus, referring to Technicolor's license agreement with DeLuxe, said the latter had experienced serious delays in finding a suitable property.

Farewell Party For NT's Bowser

From THE DAILY Bureau

HOLLYWOOD, May 15. — Forty executives of National Theatres gave a farewell reception to George Bowser, retiring general manager, who started his theatrical career 40 years ago with the Skouras brothers in St. Louis, and presented him with his first retirement check.

Bowser, who also received a lifetime gold pass to circuit theatres, leaves for a European vacation next month.

Review

"Eight O'Clock Walk"

(Associated Artists)

WELL made, well acted and crowded with picturesque details incidental to the main story line, this is another British thriller that is entirely predictable. One of the oldest plots in literary history is that of the man wrongly accused of a crime by circumstantial evidence, but here it is done with taste, imagination and suspense.

Richard Attenborough plays a taxi driver who, on his way to work, takes time out to play with a school girl. Later when she's discovered murdered and several witnesses testify they saw him with her, he's charged with the crime. The legal firm assigned to defend him is no more convinced of his innocence than the prosecution until his wife wins the sympathy of the junior counsel, Derek Farr.

When the trial opens, Farr takes charge when his superior is absent. The damning evidence, despite its circumstantial background, is almost a positive indication of Attenborough's conviction. That is, until the lawyer, with the aid of writers Katherine Strueby and Guy Morgan, uncovers some circumstantial evidence of his own and the real murderer is revealed. As the suspects are limited, it shouldn't be difficult for the audience to guess his identity, although the film's main interest comes from its characters.

Among the many-sided stories presented are the judge's concern about his wife's health, the father-and-son roles played by the opposing lawyers, the comic interest of the spectators and the cold interest of the reporters in the sensationalism of the case. Although the trial is typically melodramatic, these asides give it an added interest and realism.

Fairly well-known to American audiences are Cathy O'Donnell, who plays the wife, and Ian Hunter, the prosecuting attorney. Attenborough is particularly good as the confused victim of circumstance. George King produced and Lance Comfort directed the film which was based on a story by Jack Roffey and Gordon Harbord.

Running time, 87 minutes. General classification. For May release.

Sees Only Limited TV Color Films

During the next year only a limited amount of TV product will be filmed in color, Herbert T. Kalmus, Technicolor president, stated here at the weekend.

However, he prefaced his remark with the statement "we believe as availability of color television transmitting and receiving equipment increases, more shows will turn to color, and ultimately a great percentage of programs will be in color."

In response to a question, he stated that the majority of filmed commercials at present are photographed in black and white. But, he said, some producers are taking advantage of producing film commercials in color for experimentation and exploration purposes in advance of the time when color commercials will come to be produced in large volume, perhaps almost exclusively.

Years Wait Seen For Magnetic Tape

The use of magnetic tape for motion picture theatre reproduction will not come about for many years, Herbert T. Kalmus, Technicolor president, forecast here at the weekend.

Kalmus opened his remarks by saying "we anticipate that the first use of video magnetic tape for color recording purposes will occur in the kinescoping field and may well be in limited use by the end of this year.

"The use of magnetic tape for other purposes such as the recording on film for telecasting and the recording on film for motion picture theatrical presentation, would appear to be some distance off," Kalmus continued. Technicolor, he added, is "active in a major way in research in this field."

Skirts Clearance

Hoover Report Ignores Army Competition

From THE DAILY Bureau

WASHINGTON, May 15. — The Hoover Commission today made public its report on eliminating government competition with private industry, and it contains no specific recommendations aimed at cutting back on the operation of military theatres or military film production activities.

Both the theatres and film production activities presumably could be included in a general recommendation that Congress enact a bill to require the government to stop engaging in business-type operations which compete with private industry. They could also be covered in a general way in a recommendation that all laws permitting the armed services to engage in business operations be reviewed and amended to permit private business to provide military requirements to a greater extent. But the Commission made no specific recommendations on film exhibition or production, in marked contrast to very specific recommendations on military transportation facilities, post exchanges, scrap metal plants and many other activities.

Cites Federal Enterprises

The Commission reports to Congress on methods to improve the organization of the executive branch of the government. Today's report noted that many business enterprises carried on by Uncle Sam grew up during war periods, and said the problem is how to get the government out of these enterprises after the war emergency passes.

Turning to the defense department, the report said the department carries on 47 different types of business activities, including motion picture studios. It said the military justified continued operation of most of these 47 types of activities on many grounds, such as the inability of private enterprise to provide the service, geographic isolation, training of personnel, maintenance of morale and other factors. Nonetheless, the report said, "probably about 1,000 individual facilities" out of some 2,500 facilities in these 47 groups "could be eliminated without injury to our national defense or any essential governmental function." However, the report did not specify which facilities should be eliminated.

While the report made several recommendations for curtailing the operations of army commissaries and post exchanges, it did not make any similar detailed suggestions on theatres.

Paramount Meet

(*Continued from page* 1)

ing-publicity; E. K. (Ted) O'Shea, vice-president in charge of Eastern U. S. distribution; Hugh Owen, vice-president in charge of Western U. S. distribution; Robert J. Rubin, administrative executive, and Sid Blumenstock, advertising manager.

Division managers also left their respective headquarters at the weekend for Hollywood to participate in the special meeting at which film footage will be screened.


in June...
from 20th!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 96 NEW YORK, U.S.A., TUESDAY, MAY 17, 1955 TEN CENTS

In First Quarter

Record Levels For Admission Prices Shown

Large-City Study Covers Adult and Child Rates

From THE DAILY Bureau

WASHINGTON, May 16. — Admission prices in large cities rose to record levels in the first quarter of 1955, the Bureau of Labor Statistics reported.

The Bureau collects statistics quarterly in 18 large cities and weighs the results to represent price trends in the 34 largest cities.

The bureau said that the combined index of adult and children's prices in March stood at 202.6 per cent of the 1935-39 average, compared to 196.9 per cent at the end of December, 1954,

(*Continued on page 7*)

Majority Leader of Senate Sees Action On Wage-Hour Law

From THE DAILY Bureau

WASHINGTON, May 16. — Senate majority leader John (D., Tex.) said the Senate will definitely act on minimum wage legislation before it quits this year.

The Administration has suggested that coverage of the law be broadened to include large interstate theatre chains. A Senate Labor Subcommittee winds up hearings on the question on Wednesday.

The labor subcommittee and the

(*Continued on page 7*)

Plaintiff Drops N. Y. Anti-trust Case

In what is regarded as an unusual move, TC Theatres, Inc., operating the Biltmore Theatre in Mt. Vernon, N. Y., consented to the dismissal of its $3,000,000 anti-trust suit against major companies. The voluntary withdrawal came during a pre-trial session before Federal Judge John F. X. McGohey in New York Federal Court.

The plaintiff had charged inability to obtain first and subsequent run product for the Biltmore.

Prices from $2.50 to $4.50

280,000 See Fight Telecast In 83 Theatres In 59 Cities

Eighty-three theatres in 59 U. S. cities as far west as Denver presented the closed-circuit telecast of the Rocky Marciano-Don Cockell heavyweight championship fight at Kezar Stadium in San Francisco last night to an estimated audience of 280,000 fans, according to Theatre Network Television.

Major theatre circuits reported that the advance ticket sale for the scheduled 15-round bout was "slow in general admission sales, but good in reserved seats." Prices for tickets ranged from $2.50 per seat to $4.50, tax included.

The weather in San Francisco, and along the entire West Coast which was blacked out for the closed circuit TV presentation, was generally good. A TNT spokesman here yesterday indicated that the International Boxing Club would realize close to $200,000

(*Continued on page 8*)

Conciliation Included In Arbitration Draft, Says TOA Bulletin

A conciliation section of the arbitration draft has been agreed upon, according to the Theatre Owners of America, which stated in a bulletin to members that any exhibitor may go into conciliation on any matter, including film rental.

If the exhibitor fails to get relief in conciliation, he may then go to arbitration in most matters, but he will not be able to arbitrate film rental — that the distributors adamantly refused to agree to, the TOA bulletin said.

Technicolor Future 'Bullish': Kalmus

Expressions of optimism regarding the future of Technicolor were voiced here yesterday by Herbert T. Kalmus, Technicolor president, at the company's annual meeting of stockholders.

Kalmus, telling stockholders that he is "very bullish" about the long-range future of the company, informed the meeting of the progress made by the company. Kalmus' story of progress

(*Continued on page 7*)

'U' Foreign Gross Up 60%: Daff

Special to THE DAILY

BARCELONA, May 16.—Universal International has shown an increase of 60 per cent since 1950 and business now is around 20 per cent ahead for the first half of the current fiscal year as compared with the comparable period of last year, Alfred E. Daff, executive vice-president of Universal Pictures and president of its overseas subsidiary, announced in formally opening the 1955 U-I European sales conference.

Daff declared that the 1955 Daff Drive, a 17-week sales drive, recorded

(*Continued on page 7*)

"Davy Crockett, King of the Wild Frontier"

(Buena Vista)

FOLLOWING a screening of "Davy Crockett" last week, somebody was heard to remark, "That picture isn't going to do anything but make money." Such a label has been attached to many outstanding pictures and so the remark was not exactly original, but it does, or at least should, apply to "Davy Crockett." The statement can be embellished by adding that for audiences of every age and both sexes the picture will do nothing but provide exciting entertainment.

For Walt Disney, "Davy Crockett" will earn fresh plaudits, demonstrating once again his gift as a producer of subjects with showmanship and imagination. Photographed in color by Technicolor with Fess Parker starred in the title role, "Davy Crockett" re-tells the exploits and adventures of the fearless woodsman in a style that bristles with suspense, excitement and good humor. The theme song, long dominating radio's and

(*Continued on page 7*)

Joint Statement

TOA and Allied Seeking Other Relief Plans

To Decide on Action at 2-Day Session in N.Y.

Other "avenues. . . . to obtain relief" will be sought by Theatre Owners of America and Allied States Association, it was declared in a joint statement issued here yesterday acknowledging the failure of convening the proposed industry round-table conference.

The statement, signed by TOA president E. D. Martin and Allied president Rube Shor, announced that the joint committee of the two organizations will meet here on Monday and Tuesday "to determine what action will be taken."

Without elaborating, Martin and Shor declared "we cannot be criticized for the avenues we must take alone to

(*Continued on page 7*)

McConnell Attacks Less Than Treble Damages for Suits

From THE DAILY Bureau

WASHINGTON, May 16.—Chicago anti-trust attorney Joseph C. McConnell today told Congress that film distributors, faced with heavy anti-trust damage suits in the courts, are trying to sell the Justice Department and Congress on a proposal to give the courts discretion to award less than treble damages in private anti-trust suits.

McConnell, who represented the

(*Continued on page 7*)

Seattle Sets Up Film Censor Board

Special to THE DAILY

SEATTLE, May 16.—By resolution the board of King County Commissioners has authorized the Seattle Board of Theatre Supervisors to act as a censor board for motion pictures.

Numerous complaints were received from rural patrons following showing of "Garden of Eden" without an "adults only" restriction. Parent-teachers and Catholic groups were especially against the showing.

Personal Mention

WALTER READE, Jr., chairman of the board of Theatre Owners of America, has returned to his Oakhurst, N. J., headquarters from Europe.

•

CHARLES J. FELDMAN, Universal-International vice-president and general sales manager, and CHARLES SIMONELLI, Eastern advertising and publicity department manager, returned to New York over the weekend from Hollywood.

•

KAY HARRISON, managing director of Technicolor, Ltd., returned to London from New York yesterday via B.O.A.C. Monarch.

•

HAZARD E. REEVES, president of Cinerama, has arrived in Paris by plane from New York.

•

RICHARD SALE, producer-director, and MARY LOOS, his wife, returned to the Coast yesterday from New York.

•

SAMUEL G. ENGEL, producer, will leave Hollywood on Thursday for New York, en route to Greece.

•

ROY M. BREWER, Allied Artists head of branch office operations, was in Atlanta from New York.

Paramount Studio Lauded by Weltner

HOLLYWOOD, May 16.—Tribute was paid to the Paramount Pictures studio production forces "for keeping the compnay on top" by George Weltner, head of Paramount world-wide sales, in opening the company's week-long sales and merchandising meeting here.

"It is miraculous to me to see the succession of hit after hit that has come from the studio," Weltner said. "Paramount's record is so well known outside the industry that it is referred to as the General Motors of the motion picture field," he said.

Participating in the session were Y. Frank Freeman, Paramount vice-president in charge of the studio, and Don Hartman, executive producer, in addition to domestic sales executives, division managers and members of the studio executive production staff.

Starr Calls Toll TV 'Scramble-Vision'

HOLLYWOOD, May 16. — Describing subscription television as "scramble-vision," Alfred Starr, co-chairman of the Organization for Free TV, today told the Hollywood Advertising Club that the medium will create nothing and that it will destroy for profit the television entertainment for which 35,000,000 Americans have invested more than $7,000,000,000, in video receivers.

The American public likes television, said Starr, adding that there has been no uprising or keen disappointment because certain unspecified events are not available.

Girls Burn Barn In Memphis; Blame 'Blackboard Jungle'

Special to THE DAILY

MEMPHIS, May 16.—"Blackboard Jungle," first, banned by the Memphis Censor Board and, later allowed to show to adults only, was blamed by a half-dozen Memphis teenage girls for the formation of a club, Corpas Debs, the first project of which was to burn the block-long fairgrounds cattle barn, Juvenile Court Judge Elizabeth McCain has disclosed. The fire completely destroyed the $125,000 barn.

Judge McCain said the leader of the group, organized just a few hours before the fire, is a 14-year-old who said she got the idea after seeing "Blackboard Jungle" which finished a three-week run at Loew's State here on Thursday. She said the girls said, "We wanted to be tough like those kids in that picture." The leader said, although the picture was labeled "for adults only," she and her date had no difficulty gaining admittance and that there were others there even younger than she, Judge McCain said.

Arthur Groom, manager of Loew's State, said, "I don't see how she got the idea from the movie, for there are no gangs formed or fires set. We watched closely to keep persons under 16 from getting in and had a special officer stationed at the entrance the first two weeks."

Permission to show the picture to "adults only" was the first such permission given in Memphis and Lloyd Binford, chairman of the Memphis Board of Censors, when told where the leader of the girls said she got the idea said, "If the movie management can't keep children out of an adults-only picture I don't know what to do about it."

Urges Pulitzer Prize For Screen Writers

BURBANK, May 16. — A Pulitzer Prize for motion picture writers today was advocated by Jack L. Warner, production head of Warner Bros. Pictures, in a letter to John H. Hohenberg, secretary of the advisory board on Pulitzer Prizes.

Basing his suggestion upon the fact that motion picture writing is an art which reaches a vastly wider public than any other form of creative writing, the film executive cited statistics to prove his point.

Warner said his suggestion was inspired by the fact that many Pulitzer Prize winners could not have won the coveted awards had their works been created specifically for the screen, and cited William Faulkner and Ernest Hemingway as examples.

'Bad Seed' to WB

BURBANK, May 16. — Jack L. Warner, executive producer, announced that "The Bad Seed," Maxwell Anderson's current Broadway play, will be brought to the motion picture screen by Warner Bros. Mervyn LeRoy has been assigned to produce and direct the drama, which will have a top place on the studio's 1955-56 production program, he said.

'Itch' to Be Given A.M. 'Gala' Debut

A morning world premiere will introduce "The Seven Year Itch" to New York audiences when the CinemaScope filmization of the Broadway stage play bows at Loew's State Theatre on June 3.

Seeking the excitement of a night premiere, the early morning send-off for the 20th Century-Fox release is expected to be attended by celebrities from the entertainment world, headed by stars of the picture, citizens from the civic, social and business spheres and the public.

High Court Refuses Jarrico Case Appeal

From THE DAILY Bureau

WASHINGTON, May 16. — The Supreme Court today refused to consider an appeal by writer Paul Jarrico from lower court decisions in favor of RKO pictures.

Jarrico was fired by RKO after he refused to answer questions of the House Un-American Activities Committee. The company also refused to list him on the screen credits for the "Las Vegas Story," on which he had worked before he was fired.

The matter was submitted to arbitration, and the arbitrators held Jarrico entitled to first screen writer's credit for the film. RKO refused and asked the California courts for a declaratory judgment in its favor. Jarrico sued for damages at the same time. Several California courts ruled for RKO, and Jarrico appealed to the Supreme Court.

The court today gave no reason for refusing to consider Jarrico's appeal.

Services Today for Altec's Ornstine

SCRANTON, Pa., May 16.—Funeral services will be held here tomorrow at Snowden's Funeral Parlor for Glenn C. Ornstine, 50, Altec field engineer in the Eastern division, who died suddenly in Washington on Friday. Ornstine had just completed a service call at the Capitol Theatre when he collapsed.

Ornstine joined Altec in 1942 in L. G. Patton's Eastern division. He is survived by his wife, Margaret, of Hyattsville, Md.

Martin & Lewis Hosts

Dean Martin and Jerry Lewis will be hosts to press representatives the weekend of June 10 to 12 when their new Paramount VistaVision picture, "You're Never Too Young," will be screened at the Browns Hotel, Loch Sheldrake, N. Y.

J. W. Withers, 57

PORTLAND, Ore., May 16.—J. Warren (Tilly) Withers, 57, for some 15 years salesman for Columbia Pictures in Oregon, died at his home of a heart attack.

Month-Long Fete

700 Exhibitors Attend Atlanta Film Festival

By WALTER BROOKS

ATLANTA, May 16.—Bigger and better motion pictures was the topic of discussion at the opening of the Southeastern Movie Festival at the Atlanta Biltmore Hotel here today. The festival will run through June 16 in Alabama, Georgia and Florida.

Some 700 exhibitors from these parts are registered for the convention along with mayors from 50 cities, newspapermen, film personalities and Georgia governmental officials.

Exhibitors attended the MGM Ticket Selling Workshop today which was run by Mike Simons, MGM director of customer relations, and witnessed "the finest expression of showmanship ever presented in Atlanta." The panelists at the Workshop were Joseph Jarvis, Gilbert Theatres, Riverside, R. I.; Claude Motley, vice-president and general manager of Video Theatres, Oklahoma City; L. J. "Bill" Williams, Williams Theatres, Union, Mo.; Hal Barnes, director of advertising and publicity for Central States Theatre Corp., Des Moines; Emery Austin, director of exploitation for Loew's, Inc.; Judson Moses, Southern Press representative for MGM, and C. J. Briant, Loew's branch manager.

Coca-Cola Is Host

The Coca-Cola company distributed free "cokes" to everyone at the Workshop and provided a free lunch for all. Tonight, a cocktail party was given by the Motion Picture Advertising Service of New Orleans.

NEW YORK THEATRES

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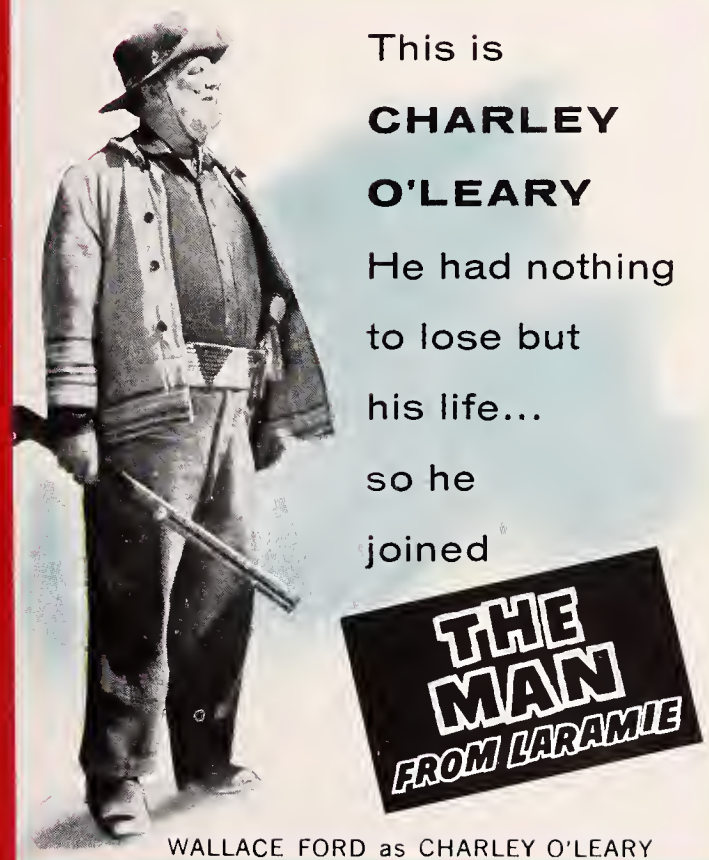


CATHY O'DONNELL as BARBARA WAGGOMAN



DONALD CRISP as ALEC WAGGOMAN

THE MAN FROM LARAMIE



WALLACE FORD as CHARLEY O'LEARY

co-starring

Arthur KENNEDY · Donald CRISP

Cathy O'DONNELL · Alex NICOL

Aline MacMAHON

with

WALLACE FORD

Screen Play by

PHILIP YORDAN and FRANK BURT

Based upon the SATURDAY EVENING POST story by Thomas T. Flynn

Directed by

ANTHONY MANN

. . . . . COMING IN AUGUST FROM Columbia!

...and the nationwide fireworks will start with the biggest premiere in history!

THE MAN FROM LARAMIE

takes over the great state of Texas...*with the biggest all-out promotion ever staged in the biggest state of them all!*

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REPORTERS! ★ PHOTOGRAPHERS!

PRINTED IN U. S. A.

Admissions

(Continued from page 1)

and a previous high of 199.9 per cent in September, 1954.

The adult price index was put at 207.9 per cent of the base figure at the end of March, compared with 202 per cent at the end of December and the previous high of 204.5 per cent at the end of September. The children's price index was put at 172.5 per cent of the 1935-39 average, a figure reached once before, at the end of December, 1953. It was down to 167.7 per cent at the end of December, 1954.

Technicolor

(Continued from page 1)

ran along the same lines as the report he rendered to the press previously and as printed in yesterday's issue of MOTION PICTURE DAILY.

The following directors were re-elected for a three-year term: John R. Clark, Jr., Kay Harrison, Charles L. MacDonald and H. K. McCann.

Kalmus, in response to a question, said that Technicolor relies more on its "know-how" than on patents, although they are important, to protect its process. He maintained, in response to another question at the harmonious meeting, that the Technicolor process is cheaper than competitive processes.

A total of 1,407,918 shares of stock or more than 71 per cent of the outstanding stock eligible to vote were represented either in person or by proxy.

Christophers Honor 3 Films, Producers

"The Long Gray Line," "Cinerama Holiday" and "The Bob Mathias Story" have been announced as recipients of Christopher Awards in the field of entertainment during the six-month period ending March 31.

Cited with Columbia's "The Long Gray Line" were Robert Arthur, producer; John Ford, director, and Edward Hope, writer; with "Cinerama Holiday" Louis de Rochemont producer; Robert Benedick and Philippe de Lacy, directors, and Otis Carney and Louis de Rochemont, 3rd, writers; for Allied Artists' "The Bob Mathias Story," William Selwyn, Francis D. Lyon and Richard Collins, respectively the producer, director and writer.

The Christophers, founded by Father James Keller, award semi-annually bronze medallions for the maintenance of high standards in the fields of education, government, labor relations, literature and entertainment.

House Group Hears Schimel Today

From THE DAILY Bureau

WASHINGTON, May 16. — Adolph Schimel, vice-president and general counsel for Universal, is scheduled to testify tomorrow before the House Judiciary Subcommittee holding hearings on anti-trust problems. The hearings today heard a slashing attack on the film companies by Joseph C. McConnell, Chicago attorney, who has represented many exhibitors in suits against the distributors.

Less than Treble Damages

(Continued from page 1)

Jackson Park Theatre and other exhibitor plaintiffs in anti-trust suits, testified before a House judiciary subcommittee which is holding hearings on current anti-trust problems.

McConnell sharply attacked a recommendation in favor of discretionary damages made recently by the Attorney General's special committee to study the anti-trust laws. He charged this was "a studied attempt" to weaken anti-trust enforcement, and that if damages were left to the discretion of the court, treble damages would never be awarded.

"The report is obviously slanted to discourage private anti-trust suits and to thwart the enforcement of the anti-trust laws," he declared.

"Defense counsel in treble damage suits, realizing the court climate has changed, have now turned to the Attorney General and to Congress to rescue their clients," McConnell declared.

Questioned by Celler

"In other words," interjected subcommittee chairman Emanuel Celler (D., N. Y.) "We never had this campaign for discretionary damages until this great flood of suits against the motion picture companies?"

"That is correct," McConnell replied.

McConnell, who is now chief counsel for Zenith Radio Co. in its litigation with RCA, said eight members of the Attorney General's committee represented defendants in anti-trust suits where McConnell represents the plaintiffs' and five of the eight represent defendants in Zenith's anti-trust suit against RCA. He said no member of the committee represented plaintiffs in anti-trust suits, and that he himself had been suggested for a place on the committee but had been rejected as "prejudiced."

The subcommittee showed interest in a charge by McConnell that John T. Cahill, New York attorney representing RCA, had quoted in Federal Court in Chicago last June a portion of the Attorney General's committee's report, even though the report wasn't made public until March of this year. McConnell pointed out that Jerrold Van Cise, a partner of Cahill, was a member of the study committee.

Celler and Rep. Keating (R., N. Y.) asked the Attorney General to look into this charge, and also offered Cahill a chance to testify later.

Cahill Denies Charge

John T. Cahill, general counsel of Radio Corporation of America, denied today that the Attorney General's anti-trust report was cited by him as an authority in a Chicago court case a year ago before it was published. The denial followed a statement by Thomas C. McConnell, a Chicago attorney, before a House judiciary subcommittee that the Attorney General's report was quoted last June by an attorney for RCA in contesting an anti-trust suit Zenith had filed against RCA.

Charges Film 'Lobby' Seeks Bar Assn. Aid

From THE DAILY Bureau

WASHINGTON, May 16. — Attorneys for the film distributors are "lobbying" in bar associations around the country to get the associations to go on record in favor of discretionary damages in anti-trust cases, Joseph T. McConnell, Chicago attorney, charged before the House Judiciary Subcommittee today. He claimed "they have been very active in two associations of which I am a member."

"Davy Crockett, King of the Wild Frontier"

(Continued from page 1)

TV's "Hit Parade," is an asset of no small dimensions since it is used as finale music to each new adventure undertaken by the hero.

Sequences of "Crockett" have been an important part of television's "Disneyland" and have provided exhibitors with the most mammoth "trailer"—and the most valuable—to attract attention to a picture. On the theatre screen the performances are so warm and ingratiating that the spectator is dismayed to see Crockett's cinema life come to an end.

Oddly enough, the picture grips the interest with hardly the trace of romance. Helene Stanley as Polly Crockett, the hero's wife, is the sole feminine character—which she portrays nobly—and is seen in very few segments. But the picture has so many other qualities, such as colorful scenery and action that the absence of romance is not a liability.

Sharing acting honors with Parker is Buddy Ebsen who, as George Russel, Crockett's loyal friend and co-adventurer, was a perfect choice for the role. Other standouts are Basil Ruysdael, portraying Andrew Jackson; Hans Conried, a smooth riverboat gambler who provides the principal comedy moments, and William Bakewell, as Tobias Norton, an army major.

The story opens in 1813 when military action is necessary to put down the wars between the Creek Indians and the settlers throughout the South. Unable to cope with the situation adequately, the army calls Crockett, an Indian scout and Tennessee hunter, to help suppress further uprisings. With his friend, Russel, the missions are accomplished. Crockett's career then is followed through his service in Congress where he fights for the rights of the Indians and to his arrival in Texas where, at the Alamo, he is among the men who are wiped out by the troops of Mexico's Santa Ana.

Bill Walsh produced and Norman Foster directed from a screenplay by Tom Blackburn.

Running time, 94 minutes. General classification. For release in June.

AL STEEN

TOA-Allied

(Continued from page 1)

obtain relief." Allied has already launched its drive for Federal regulation of film rentals, while some TOA leaders, including Alfred Starr, chairman of TOA's executive committee, have indicated that they have "open minds" concerning proposals to seek Governmental redress.

The joint statement thanked Republic president Herbert J. Yates and Allied Artists president Steve Broidy for "their speedy acceptance" to the conference invitation, the only two company presidents who apparently accepted the bid without reservations. Most company presidents rejected the bid.

Wage-Hour Law

(Continued from page 1)

full labor committee are considered likely to favor some broadening of coverage. However, there probably will be a strong fight against expanded coverage on the Senate floor. Moreover, the House Labor Committee so far hasn't even started hearings on wage-hour law changes.

'U' Foreign Gross

(Continued from page 1)

an all-time high of almost $2,000,000 for the foreign field. "Present U-I product coupled with prospects for further development definitely point to a new record year everywhere," he said.

Construction Firm Uses Closed Circuit

Closed circuit television will serve the construction industry for the first time, when the Certain-teed Products Corp., of Ardmore, Pa., manufacturers of roofing, siding and gypsum materials, introduces a new product line to its representatives on a 10-city network show, originating from Philadelphia today.

Produced by Box Office Television, Inc., in cooperation with the American Broadcasting Co., the telecast will be viewed in hotel ballrooms and TV studios in Chicago, Cleveland, Detroit, St. Louis, Kansas City, Minneapolis, Buffalo, Atlanta and Dallas. The program, also written by BOTV, will acquaint its audience with the sponsor's entry into the paint products field.

Broidy Will Meet With Exhibition

The production of forthcoming product and the distribution of films ready for national release shortly were discussed between Allied Artists executives and key personnel over the weekend, according to Steve Broidy, AA president, who returned to Hollywood last night.

Broidy, who has been in New York since late last week, disclosed here yesterday that he is "willing to meet with the joint Allied States-Theatre Owners of America committee anywhere, anytime and on any subject."

Seek New Insurance Classification for Drive-in Theatres

Special to THE DAILY

BOSTON, May 16.—Edward Lider, president of Independent Exhibitors, Inc., of New England, has called a general meeting of the subsidiary Drive-in Theatre Association to report on the progress of the insurance committee which is seeking a reappraisal of the insurance rates for workmens' compensation in the Commonwealth. The meeting will be held at the Hotel Bradford here tomorrow.

The commissioner of insurance of the Commonwealth has based accident insurance rates in the same classification as parking lots, garages and other hazardous businesses, which the committee deems unreasonable, unfair and arbitrary. The committee is seeking to have the commissioner place drive-ins in a special classification, with lower insurance rates based upon the statistics of actual experiences in drive-in theatres over the past 10 years. Such a change in classification could affect every drive-in in the nation.

Seeks to Mediate Salesmen Contract

J. R. Mandelbaum today will seek to break the deadlock between the distributors and the Colosseum of Motion Picture Salesmen over a new contract. Sessions held here yesterday between the salesmen's union, headed by David Bartell, its counsel, and distribution representatives left the question of a salary increase unsettled.

The distributors have offered an increase of $2.50 per week for salesmen receiving up to $110 a week.

IT'S mammoth from Columbia

Television--Radio

with Pinky Herman

IF his second creation, "Sergeant Preston of the Yukon," is but half the success of his original, "The Lone Ranger," then George W. Trendle (Trendle-Campbell-Muerer, Inc.) has come up with another smasheroo. Executive producer-director Charles E. Skinner and Trendle have just signed Richard Simmons to play "Preston" in a new series of half-hour telefilms, currently being filmed on location in the Rockies and to be CBSponsored by Quaker Oats. . . . Years ago, as a cub reporter, we had occasion to interview Norman Taurog at the Paramount studios and he told us that little Jackie Cooper, whom he was at the time directing in "Skippy," was a cinch to "remain a star." Last Sunday on the Philco TV Playhouse, Cooper portrayed "The Pardon Me Boy" and turned in a magnificent performance. . . . 912 actors, who appeared in the 88 Kraft Television Theatre productions in the eight years the program has been telecast, dined and danced till dawn at a gala celebration party held at the Waldorf-Astoria's grand ballroom.

☆ ☆ ☆



George Ansbro

Handsome George Ansbro, one of the most talented announcers in the East (NBCelebrating his 18th year on "Young Widder Brown") and one of the nicest guys in Radio Row, will do a daily afternoon deejay program over WABC with the accent on romance-poetry-the sunny side of life. . . . The Barry, Friendly & Enright-National Association for Mental Health telefilm production, "Conflict," is being directed by Jack Barry at the Bedford Park Film Studios up in the Bronx. . . . The two-minute trailer, turned out by Harrison Productions to help raise funds for the Greater New York Fund, is a honey and should more than succeed when it is shown in the 350 metropolitan theatres. . . . One of the greatest musicians of our time, Alec Templeton, will WABDebut tonight at 9:00 a new half-hour series and will feature music in the Bach, Beethoven, Berlin, blues and boogie-woogie manner. The Allied TV Productions Package, will be co-produced by Marty Colby and Howard Schwartz and directed by Pat Fay, with Phil Tonkin, assistant producer.

☆ ☆ ☆

Veep and press NBChief Syd Eiges will be host at a special press preview next Tuesday at the Johnny Victor Theatre in New York when the results of an extensive research project "to determine the effect of TV upon an American City" (the subject city in this case—Ft. Wayne, Ind.) will be shown. James Thurber has written a droll piece in the current issue of the "New Yorker," based on Alan Sands' WOR program, "It's Your Baby." . . . Aside to Mayor Ralph Larson of Burlington, Wis.: Thanks for your kind letter and invitation. We deem it a privilege and honor to have had the opportunity of helping "put across" your fair city's annual "May Day-U. S. WAY." . . . Aside to proxy Stanley Adams of ASCAP: tunesmith Sterling Sherwin is proving a "one-man army" in his drive to make his fellow Californians aware of the justice in the juke box bill in Congress via his brilliant poem, "Wax Facetious" which has been published in several newspapers there. . . . Mel Allen has given away more than ten grand in U. S. Savings Bonds to winners on his TV sports quiz, "Call the Play." . . . Bill Silbert's gift of gab, savvy and experience behind the mike and in front of the camera, make him a natural to host or emcee a TVariety show.



Syd Eiges

☆ ☆ ☆

Audrey and Jayne Meadows will make their first TV appearance together next CBSaturday on "Jackie Gleason Show" singing "Hot Potato Mambo" and "Japanese Rhumba." . . . When producer Nat Holt of the forthcoming RKO (release) "Texas Lady" learned that Forrest Tucker was offered the starring role in a TV series, he released and replaced him with Gregory Walcott to portray "the killer, Jess Poley." . . . The new WABDirector of programs is named David Lowe—but he ranks high in the hearts of his staff because the entire group, consisting of 21 people are former members of the old DuMont TV network program department.

Fight TV

(*Continued from page* 1)

from the receipts of the closed-circuit show.

The National Broadcasting System broadcast the bout over its radio network, 11:00 P.M. (EDST).

Prints of last night's bout, if acceptable, will be sped to every exchange area of the North American continent today of the title fight, available to metropolitan New York theatres by tomorrow morning, according to United Artists, which acquired the distribution rights from the IBC.

A spokesman for the RKO Theatres circuit, which showed the bout in seven theatres, said that the sale of tickets was "pretty good" while Stanley Warner Corp. officials stated that the ticket sale for the bout was "generally slow" with reserved seats in some of its 11 houses "sold out."

Ticket sales in two Walter Reade Theatres, one a drive-in theatre, was labelled by a circuit spokesman as "very, very slow" as the public apparently expressed "no interest" in the heavyweight championship go. Other exhibitors said that with only one baseball game scheduled for last night, Pittsburgh at St. Louis, business might be more than expected. A representative for Loew's Theatres said that advance ticket sale in its seven theatres which presented the closed circuit event was "fair, nothing spectacular."

Reception Here Good

Reception at last night's closed circuit telecast of the Rocky Marciano-Don Cockell heavyweight championship bout was good, as viewed at the RKO Fordham Theatre here. The house, which normally seats 2,100 persons, appeared to be about 75 per cent filled.

Theatres Deprived Public Of Fight, Levey Declares

By bottling up the Rocky Marciano-Don Cockell heavyweight championship bout, motion picture exhibitors are depriving the American home audience of an event to which it has unquestioned right, Arthur Levey, president of Skiatron Electronics & Television Corp., stated.

'For $1 or Less'

"If subscription television were here, this sporting event would have been on home television for $1 or less for the entire family, instead of $3 or $4 per person as being charged by theatres which presented the closed TV circuit event," Levey declared.

"They did what the are accusing the toll-TV interests of planning to do—kidnap a show from 'free' television and put it on at an exorbitant charge, for a very limited group of fight fans," the Skiatron head asserted.

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 97 NEW YORK, U. S. A., WEDNESDAY, MAY 18, 1955 TEN CENTS

Leonard Goldenson

Cites Improved ABPT Income To 'Holders

Says More Films Would Have Aided 2nd Quarter

By LESTER DINOFF

Because of an improved trend in theatre business since mid-1954 and in the first 17 weeks of this year, the second quarter earnings of American Broadcasting-Paramount Theatres "will be at least as good and possibly somewhat better" than the same period of last year, Leonard H. Goldenson, the AB-PT president, reported yesterday at the company's annual stockholders' meeting at the Sheraton-Astor Hotel here.



L. H. Goldenson

"The second quarter is not a good

(*Continued on page 6*)

Para.'s 7 Summer Releases Reflect $20,000,000 Cost

From THE DAILY Bureau

HOLLYWOOD, May 17. — Seven major productions, all in color by Technicolor, representing a reported record negative value of more than $20,000,000 have been set for Paramount domestic release in July, August and September, George Weltner, head of worldwide sales, announced today at the special sales meeting under way at the studio. Six of these pictures are in VistaVision.

Leading off the schedule is the gen-

(*Continued on page 7*)

Daff Names Winners In U-I Sales Drive

Special to THE DAILY

BARCELONA, May 17. — Winners in the Universal Pictures 1955 Al Daff sales drive were announced here today by Alfred E. Daff, executive vice-president, and president of Universal International Films, at the

(*Continued on page 7*)



REVIEWED TODAY. CinemaScope traveled to Mexico to film the beauty, grace and daring of the world's most dangerous game in Edward L. Alperson's presentation of THE MAGNIFICENT MATADOR, in Color by Pathe, which has been selected by the long-run Astor Theatre for its world premiere engagement starting May 24. Maureen O'Hara and Anthony Quinn are starred in the 20th Century-Fox release. *(Advt.)*

Ohio Censor Bill Advanced in House

Special to THE DAILY

COLUMBUS, O., May 17.—The House judiciary committee today approved the proposed new state film censorship measure, House Bill No. 29, by a vote of 17 to 4. The bill now goes to the full House. Senate action also remains to be taken on the measure.

An amendment which would have limited the application of film censor-

(*Continued on page 2*)

Kentucky Allied Unit Started in Louisville

Special to THE DAILY

LOUISVILLE, May 17. — More than 60 theatres were represented here today at the organizational meeting of the new Kentucky Exhibitors Association being formed as an affiliate of national Allied, held at headquarters of the Falls City Theatre Equipment Co.

On hand to explain the aims, purposes, and aids of national Allied to

(*Continued on page 7*)

American Legion Goes on Official Record Against Toll TV at Indianapolis Meet

From THE DAILY Bureau

WASHINGTON, May 17. — The American Legion has gone on record against toll television, providing theatre owners with a valuable and powerful ally.

The Legion's stand was set by its national executive committee at its semi-annual meeting in Indianapolis. The committee agreed to make the Legion's opposition to toll television made known to the Federal Communications Commission and to Congress.

Resolution No. 105, adopted by the executive committee, requests the FCC and Congress to "make no rulings nor pass any legislation changing the fundamental system of broadcasting and telecasting in the U. S., hitherto devoted to free entertainment, information, educational and other programs which bring unlimited hours of enjoyment to millions of Americans, including hospitalized veterans, whose welfare has been and always will be the prime concern of the American Legion."

Approval of the resolution was spearheaded by the New York State Department of the Legion.

Will Top $3.04

Skouras Sees 'Boom' Year For 20th-Fox

Optimistic Despite Drop In First Quarter Profit

By MURRAY HOROWITZ

The profits of 20th Century-Fox this year will exceed the $3.04 per share earned by the company last year, Spyros P. Skouras, president, predicted here at yesterday's annual meeting of stockholders.



Spyros Skouras

Skouras informed stockholders that every CinemaScope picture released by the company, with the exception of one, had earned a profit, a situation which he termed "unusual" for a production-distribution company.

The 20th-Fox president made the

(*Continued on page 6*)

MPA Asks Congress To Amend Anti-Trust Treble Damage Law

From THE DAILY Bureau

WASHINGTON, May 17. — The Motion Picture Association today urged Congress to amend the anti-trust laws to give Federal judges discretion to award less than treble damages in private anti-trust suits.

The recommendation was put before a House Judiciary subcommittee by

(*Continued on page 7*)

Approve Changes in Tax Law Repeal Bill

From THE DAILY Bureau

WASHINGTON, May 17. — The Senate Finance Committee approved with only minor technical changes a House-passed bill to repeal retroactively two controversial sections of last year's tax law.

The sections cover the deductibility of certain reserve funds for future expenses and the right to defer tax on certain income until it is actually earned. The Treasury asked for re-

(*Continued on page 7*)

Personal Mention

JOHN GLASS, general manager of Hoyt's Theatres, Ltd., Australia, has arrived in New York from London, en route to Los Angeles.

•

LESTER GRADY, member of the Paramount home office publicity department, will be married on Sunday at the Community Church here to BROOKE DENNIS, director of the Barbizon School of Modeling.

•

H. M. BESSEY, Altec Service Corp., executive vice-president, and MARTY WOLF, assistant sales manager, have left New York for Gloversville and other upstate cities.

•

GEORGE SCHUTZ, editor of "Better Theatres," became a grandfather yesterday for the fourth time, when his daughter, MRS. RODNEY JOHNSTON, gave birth to a son.

•

RICHARD GOLDSTONE, vice-president of Dudley Pictures Corp., left New York yesterday for England via B.O.A.C. Monarch.

•

HARRY BRANDT will sail from New York with MRS. BRANDT today aboard the "Ile de France" for Europe.

•

MARLENE DIETRICH will leave here tomorrow for London via B.O.A.C. Monarch.

•

JACK HOFFBERG, of Hoffberg Productions, returned here yesterday from the Coast.

•

GEORGE SYDNEY is in New York from Hollywood.

Ohio Censor Bill

(*Continued from page* 1)

ship in the state by barring only minors under 18 years of age from places showing films found objectionable by state censors was defeated by a vote of 11 to 8.

The judiciary committee also approved House Bill No. 712 which would ban obscene comic books and provide heavy penalties for police action against offenders. The vote was 22 to 0.

The State Senate today approved a bill which would permit construction of an underground garage in the State House yard in the heart of the theatre district here.

Bonfig Heads CBS-Col.

The appointment of H. C. Bonfig as president of CBS-Columbia, succeeding Seymour Mintz, was announced yesterday by Dr. Frank Stanton, president of Columbia Broadcasting System, Inc. CBS-Columbia is the television and radio receiver manufacturing division of the corporation.

Mr. Bonfig was formerly vice-president and director of sales, Zenith Radio Corporation of Chicago. He has been succeeded in that post by Leonard C. Truesdell.

Ohio-Censored Films

Where They Are Now Nobody Seems to Know

Special to THE DAILY

COLUMBUS, O., May 17.—The mystery of who obtained the censored footage from RKO Radio's "The French Line," Times Films' "One Summer of Happiness," and other films—and where and how they were obtained—for a showing to a judiciary subcommittee considering new state censorship legislation here, persisted today as local representatives of the copyright owners continued their efforts to retrieve the illegally held films.

Mrs. W. Andrew Martin, chairman of the Committee for Decent Motion Pictures in Ohio, under whose auspices the unauthorized showing of the censored footage was staged for the subcommittee on April 25, admitted having received a letter from J. Miller Walker, vice-president and general counsel of RKO Radio in New York, advising that the showing of the film involved a violation of copyright and demanding its return to the company.

However, Mrs. Martin said the film in question never had been in her possession, that she had no knowledge of its origin and had turned the RKO letter over to her attorney. Mrs. Martin's committee was in the forefront of the champions of new censorship legislation for Ohio at the subcommittee hearings.

The RKO letter, copies of which also went to other members of the Decent Motion Pictures committee, said in part:

"You and the other members of this committee were probably unaware that the exhibition of this film sequence without the authorization or consent of RKO Radio Pictures, Inc. constituted infringement of copyright and violated other legal rights of RKO Radio Pictures, Inc. and of Miss Jane Russell, with resultant damage to their business good-will. Aside from legal considerations, it is palpably unfair and misleading to exhibit only the dance sequence out of the context of our feature picture, particularly under the circumstances and conditions under which the screening took place, in juxtaposition with the exhibition of selected portions from other pictures.

Return Demanded

"Because we realize that your committee's action was in furtherance of a purpose which it sincerely believes to be in the public interest and that the violation of legal rights may have been unintentional, we have no desire at this time to press any claims we may have for damages. However, we insist that all film material from our picture be returned to us promptly and that no further unlawful screenings of this material be conducted."

Luminous 24-Sheets On UA's 'Stranger'

An advance poster campaign spotting luminous 24-sheets for United Artists' "Not As A Stranger" on key highway billboards in 24 states from coast to coast will be launched this week, it was announced by Francis M. Winikus, national director of advertising for UA.

The teaser-type displays, inaugurating the combined use of Day-Glo ink and a special headlight-reflecting glass beading, will beam news of Stanley Kramer's production at night as well as by day. More than 2,500 of the 24-sheets will be located on major traffic arteries in California, Colorado, Connecticut, Florida, Georgia, Illinois, Indiana, Iowa, Louisiana, Massachusetts, Missouri, Michigan, Nebraska, North Carolina, Ohio, Oklahoma, Oregon, Pennsylvania, Tennessee, Texas, Utah, Washington and Wisconsin.

The signs represent a reported outlay of almost $50,000.

Debate Toll TV

HARTFORD, May 17.—Atty. Herman M. Levy, general counsel of TOA, and executive secretary, MPTO of Connecticut, took the negative position on subscription television in a Radio Station WELI program tonight. The affirmative was handled by Robert Hall, former director of athletics at Yale University.

Starr to Be Honored By Tenn. Colleagues

Special to THE DAILY

NASHVILLE, May 17.—A one-day, state-wide meeting will be held on May 31 at the Hermitage Hotel here by the Tennessee Theatre Owners Association, an affiliate of Theatre Owners of America. Highlight of the meeting will be a luncheon which will honor Alfred Starr, a member of the TTOA board and co-chairman (with Trueman T. Rembusch) of the Committee Against Pay-As-You-See TV.

Other speakers on the program will include E. D. Martin, Columbus, Ga., president of TOA, and George Kerasotes, Springfield, Ill., a vice-president of TOA and president of the United Theatre Owners of Illinois.

TOA's Trade Show To Have 135 Booths

Space for 135 industry exhibits has been allocated at the Biltmore Hotel in Los Angeles for the Theatre Owners of America trade show which will be held in conjunction with the national TOA convention there on Oct. 6, 7, 8 and 9.

E. D. Martin, president of TOA, in announcing finalization of plans for the trade show, stated that contracts for booth space will be available in about two weeks.

Regrets Failure

O'Donnell Says Round-table Is An 'Essential'

The Theatre Owners of America-national Allied proposed round-table conference is essential, Robert J. (Bob) O'Donnell, vice-president and general manager of Texas Interstate Theatres, said here yesterday.



R. J. O'Donnell

O'Donnell said that it was "wonderful" that TOA and Allied are "seeing eye to eye" on many pertinent problems facing exhibition. He said that it was a "shame" that the distribution company presidents would not meet with exhibitors for the May 24 round table meet. O'Donnell said that exhibitors will "be playing by themselves" on May 24 even though two film companies, Allied Artists and Republic, accepted the TOA-Allied invitation. "Allied Artists had its own round table conference when Steve Broidy toured the U.S. meeting with exhibitors," he said.

"There is no question in my mind that distribution has been milking theatres by asking exorbitant rentals," O'Donnell declared. "Theatres are entitled to more than 90-10 or 70-30 terms on top pictures," he said.

Both exhibition and distribution used to have an appreciation of mutual problems, but now distribution is trying to take every dollar that goes through the box office, the Texas circuit official said. Many top pictures only allow a theatre a six to seven per cent profit and average films are usually no profit-makers for exhibitors, O'Donnell said. "So where is the cushion?" he asked.

Since last September, the Texas Interstate has presented five top pictures and hasn't made a profit at all from these pictures, O'Donnell said.

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PERFORMANCES THAT COMMAND ACADEMY AWARD ATTENTION!

—because this is a drama of real people, life-inspired!

DORIS DAY *as song-star Ruth Etting*
JAMES CAGNEY *as "The Gimp"*

A STATEMENT TO THE TRADE ABOUT M-G-M's "LOVE ME OR LEAVE ME"

The grapevine from California has proved magnificently right again with the arrival in New York this week of the print of "LOVE ME OR LEAVE ME." Everything you've heard about this turbulent drama, excitingly attuned to today's box-office, is true.

A public Preview was held at Loew's Lexington Theatre, the same place where "Blackboard Jungle" was sneaked. The response was identical. A thrilled, spell-bound audience acclaimed a big, new dramatic hit.

Stories from the lives of real people are potent screen fare. This one pulses with the excitement of a career story that began in a tough dance hall in Chicago's lurid, mob-ruled days and ran the glamour-gamut to Hollywood's movie life and Broadway's Ziegfeld Follies.

These elements have been woven into one of the greatest mass entertainments of our time.

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Powerful full page ads in LIFE, LOOK, COSMOPOLITAN and ALL FAN MAGAZINES. Also PICTURE OF THE MONTH COLUMNS in leading national magazines, giving big attraction a readership of 145,413,300.

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M-G-M presents in CINEMASCOPE and COLOR

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In

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Co-Starring **CAMERON MITCHELL**

With **ROBERT KEITH** • **TOM TULLY**

Screen Play by **DANIEL FUCHS and ISOBEL LENNART**

Story by **DANIEL FUCHS** • Photographed in **EASTMAN COLOR**

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Celebrating
Martin Quigley's
Fortieth Year of Industry Service
and the + + + +
25th Anniversary of the Production Code

TOGETHER, the motion picture of the modern era and Martin Quigley, publisher, serving the institution of the screen through its rise to pre-eminence among the entertainment media of the world, have come into their fortieth year.

It is four decades now since the film emerged from its novitiate in vaudeville, black tent and nickelodeon and in 1915 found its new estate as the preferred amusement of all the people, everywhere. That year Martin Quigley, at twenty-five years of age, a veteran of three years in the field of the daily newspaper, made the cause of the motion picture his cause—as it is today, and as it is to be through the tomorrows.

THENCEFORWARD Quigley Publications have grown under an undeviating policy of service to the motion picture and to the industry, with recognition of the inter-dependency of all of its branches. From then to now, the objective has been to work for the welfare and the success of the screen and all who strive to serve it well.

In unbroken continuity this has been so for all the forty years. No other institution of the motion picture has survived so long, or so continuously grown in influence, under a single administration and with a single basic program and policy. This policy of promotion and protection of the motion picture and the industry has in these forty years

June 11th issue of **MOTION**

written an abundant record, as diverse as the concerns of the industry itself and its personnel.

REACHING beyond the pages of these publications, Martin Quigley has contributed importantly in a myriad of functions of public relations and private counsel. Notable among these contributions was his development and introduction of the Motion Picture Production Code, that document of moral and social self-regulation which has proved the industry's charter of freedom against the assault of propagandists, agitators of special causes and the tinkerings of meddlers.

The career of Martin Quigley has grown as the motion picture has grown. Foremost his concern has been—and continues—to give this industry a business press commensurate with its needs, reflective of its spirit and enterprise—a telling of the story in pages of character in word and dress, a performance of quality, decency and integrity that contributes to the repute of the motion picture and the industry.

COMPLETION of four decades of an unrelenting pursuit of this ideal becomes an occasion to be appropriately celebrated in the publication of the fortieth anniversary edition of Martin Quigley's Motion Picture Herald. The edition also will contain an observance of the Twenty-fifth Anniversary of the Production Code.

PICTURE HERALD

MOTION PICTURE HERALD
founded JUNE 1915

Goldenson

(Continued from page 1)

theatre period because of the lack of enough good product," Goldenson said. "Our earnings during this period will, however, keep pace with the previous period." He added that it was too early now to anticipate the yearly earnings and dividends of AB-PT.

If there were more pictures available, second quarter business would be much better, Goldenson said in informing stockholders that certain producers and distributors were coming to recognize the serious nature of a short supply of product during April, May and June. "There are indications that a few of the better pictures will be released in June of this year that had been originally scheduled for third quarter release," he said.

Queried by Stockholder

"Your company has continually stressed the importance of an even flow of good pictures throughout the year and we are hopeful that next year there will be a better distribution of releases so that more good product will be available at this time of the year," the AB-PT head asserted. In reply to a stockholder's question, Goldenson said that AB-PT had been giving serious consideration to the production of films because the company has the right under the consent decree to become a producer. "The company is already involved financially in the production of films for television at a West Coast studio," the film executive said. He added that the studio could be used for theatrical film production if necessary.

During the past year, Goldenson said, there has been "a healthier tone" to the theatre business, due not only to better quality of pictures and the reduction in the Federal admissions tax, but to the "continued improvement in the technology of picture making and screen presentation." He lauded the VistaVision process as an unusual entertainment medium and said that "we cannot foresee what the ultimate in screen techniques will be, but systems now in use have unquestionably aided in the artistic preparation of pictures and the public's enjoyment of them."

Theatre attendance has not kept pace with the increase in theatre revenue and it is necessary to devise ways to broaden the audience potentials, the AB-PT head said, "particularly among youngsters." "By encouraging the youngsters of 12 years of age and up to attend movies, we hope to make them regular movie goers and as they grow older, these millions of youngsters of today will constitute the major portion of our audiences," he said. "To this end, our theatre associates are experimenting with student admission prices." He cited the Texas program of enabling youngsters to attend motion pictures at half the adult prices.

Commenting on the broadcasting division of the company, Goldenson stated that the first quarter for ABC was profitable and substantially ahead of last year and that the current second quarter earnings were running well ahead of the same 1954 period.

Directors Reelected

The stockholders reelected the AB-PT board of directors which includes Earl E. Anderson, John Balaban, A. H. Blank, John A. Coleman, Charles T. Fisher, Jr., E. Chester Gersten, Goldenson, Walter W. Gross, Robert H. Hinckley, Robert L. Huffines, Jr., William T. Kilborn, Robert E. Kintner, Walter P. Marshall, Sidney M. Markley, Edward J. Noble, Robert H. O'Brien, Robert B. Wilby and Owen D. Young.

The directors, following the annual meet, reelected all AB-PT officers: Goldenson, president; vice-presidents Gross, Hinckley, Edward L. Hyman, Kintner, Markley, Robert M. Weitman; O'Brien, vice-president and secretary; Simon B. Siegel, treasurer; James L. Brown, comptroller and assistant treasurer; Edith Schaffer, assistant secretary; Geraldine Zorbaugh, assistant secretary.

Foreign Films Aid Product Shortage

The shortage of U. S. product is currently being alleviated by a number of foreign-made productions which were especially aimed at the U. S. market, according to Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres.

A large number of Italian films are filling the void in screen time, Goldenson said, and added that within a short time, suitable German-produced pictures will be coming into the U. S. for exhibition.

'Boom' Year Is Predicted by Skouras

(Continued from page 1)

optimistic forecast for 1955 despite the earnings report for the first quarter of this year, released yesterday, which was below the first quarter of 1954. Final earnings in the first quarter this year, he continued, totalled $1,424,000, which is 54 cents per share, as contrasted with $2,048,000 for the first quarter of 1954, which was 77 cents per share.

World-wide film rentals for the first quarter total $24,879,000, as contrasted with $25,480,000 in the first quarter of 1954, he stated. "We expect our second quarter this year to be better than last year, and we are presently budgeting world-wide film rentals of $27,300,000, as contrasted with $22,349,000 in the second quarter a year ago," he added.

"Therefore, it is confidently expected that at the end of June, our earnings this year will be between $1.25 and $1.30 a share, as compared with $1.17 last year," he told stockholders.

Skouras, who presided at the harmonious meeting, blamed the relatively poor showing of the 1955 first quarter on the fact that the company had only four CinemaScope releases for the period, one of which, he said, "though in our opinion well made, proved extremely disappointing at the box office." That film, he said, was "Prince of Players."

Cumulative Voting Rejected

The meeting voted down the resolution in favor of cumulative voting, offered by Lewis D. and John J. Gilbert, and opposed by management. The tally was 1,619,091 against and 139,697 for. All 10 directors nominated by management were reelected by more than 2,000,000 votes.

In his address, Skouras spoke of the world-wide acclaim for the CinemaScope medium and the growth of installations around the globe. He informed stockholders that "within a few weeks, we will demonstrate our newest technical advancement, which will be photography on 55mm. film." Skouras related 20th-Fox plans to photograph in 55mm., reducing to 35mm. except for a few pictures in a few roadshow engagements.

Turning to the topic of developing new personalities, Skouras maintained that the growth of big participation deals is a danger to the industry. The mushrooming of independent producing companies, formed by top talent, has virtually forced 20th-Fox to look elsewhere for new talent, he continued, blaming the unavailability of known stars for the failure of the company to have more than four releases available for the first quarter in 1955.

If present stars are not available, Skouras said that the studio will hire new personalities, adding that the latter can best be developed when they play important roles in important subjects. The company, he added, is pursuing a policy of acquiring top pre-sold books and stage properties.

He informed stockholders of the company's decision to enter TV film production and told the meeting of the progress made at the studio on drilling for gas and oil. "We are drilling on the sixth well," he stated, adding that the production of oil and gas is very substantial. When the property is fully drilled, he continued, "we have good reason to believe" the financial realizations, expected to begin in 1956, will be substantial.

Advertising Expenditure

In response to stockholders' questions, Skouras revealed that 20th-Fox spent $7,028,000 in world-wide advertising in 1954 as compared to $6,255,000 the previous year. The company employs from 12,000 to 13,000 people throughout the world currently, Skouras stated. Twentieth-Fox plans to spend over $2,000,000 to reconstruct the company's Western Avenue studios for TV production, he told another questioner.

Domestic legal expenses for the company were put at $1,700,000 for 1954, compared to $1,600,000 for the previous year. Regarding legal expenses, Skouras noted that the company is involved in 200 law suits at present, mainly involving alleged antitrust charges.

Plans 'Reserve' of 4 to 6 Pictures

Eight million dollars has been allocated by 20th Century-Fox's board of directors to build an inventory of four to six pictures which will be ready for release when needed, it was disclosed here yesterday by president Spyros P. Skouras at the company's annual stockholders meeting.

Skouras said the decision to always have a reserve of pictures was taken to correct the condition which existed in the first quarter of this year. In that period, he pointed out, only four CinemaScope releases were available, one of which proved disappointing at the box-office.

20th-Fox Board Reelects All Officers; Votes 40c Dividend

The board of directors reelected Spyros P. Skouras president of 20th Century-Fox yesterday, following the corporation's annual meeting here.

Elected with Skouras, to serve as officers for the next year, were the following: William C. Michel, executive vice-president; Darryl F. Zanuck, vice-president in charge of production; Murray Silverstone, vice-president; Joseph H. Moskowitz, vice-president; S. Charles Einfeld, vice-president in charge of advertising, publicity and exploitation; Donald A. Henderson, treasurer and secretary.

Eadie Now in Japan

Also, C. Elwood McCartney, comptroller and assistant treasurer. McCartney, formerly assistant comptroller will replace as comptroller W. C. Eadie, who is now on an advisory basis with the company because of his ill health. Currently, Eadie is in Japan negotiating for the company on tax problems and following his visit there he plans to tour other countries in the Orient.

All the remaining officers were reelected.

The board also voted a quarterly cash dividend of 40 cents per share on the outstanding common stock, payable June 28 to stockholders of record on June 10.

Opposes Toll-TV, Goldenson Declares

The theatre and broadcasting subsidiaries of American Broadcasting-Paramount Theatres will oppose subscription television in the proceedings before the Federal Communications Commission, Leonard H. Goldenson, AB-PT president, told stockholders yesterday.

It is concluded that, at the very least, paid and free television could not co-exist without resulting in a great loss to the viewer of the availability of varied types of television programming, and that paid television would not be in the general public interest and would not be a proper use of a public franchise, the film executive stated.

Eyes Expansion After Divestiture

American Broadcasting - Paramount Theatres will give consideration to the acquisition of additional theatres in growing and profitable areas after Sept. 3 when the circuit hopes to complete its theatre divestiture program, Leonard H. Goldenson, AB-PT president, said here yesterday.

AB-PT will have "under 600 theatres, including 26 drive-ins," by Sept. 3, Goldenson said, adding that theatre associates are currently surveying their local situations in this connection.

No Sale Now of 20th Films to TV

Twentieth Century-Fox will not sell its old films to TV now because such a step "won't serve our best interests," president Spyros P. Skouras, declared here yesterday at the annual stockholders meeting.

Skouras said the decision may be changed when "the 2-D system is completely eclipsed." He reaffirmed his contention that the theatres offer the company the best earnings potential. He denied that the current policy of not selling 20th-Fox old films to TV is dictated by the demands of exhibitors. He also contended that the value of the old films will not diminish in the price that can be obtained from TV as time passes.

MPAA Asks

(*Continued from page* 1)

Adolph Schimel, vice-president and general counsel of Universal Pictures, and chairman of the MPAA's Law Committee.

Schimel argued that the lure of mandatory treble damages had in recent years produced a flood of anti-trust suits against the film companies, which were now faced with huge potential pay-outs. He emphasized these suits grew out of the Supreme Court's Paramount Case decision and that this had declared illegal trade practices long believed legal in the industry and repeatedly affirmed by the Federal Trade Commission and Circuit Courts of Appeal.

Subcommittee chairman Celler (D., N. Y.) asked why the film companies never complained about mandatory treble damages until after the flood of suits, "until after your ox is gored." Schimel said frequently a person had to have something major happen to him before he realized a situation existed.

'Ten Years of Fire'

"We have gone through 10 years of fire and prosecution and persecution," he said. "We have been the victims of marauders who never had any idea they had a cause of action until the Supreme Court pointed it out."

Schimel said treble damages should still be awarded if the facts of the case warrant it, but should not be awarded where the facts don't warrant it. He said Federal judges could easily be trusted to decide the damage question. "It is our firm conviction," he said, "that an inflexible, mandatory trebling of the jury's verdict is neither wise nor equitable, certainly unfair."

June 20 Premiere For 'Summertime'

"Summertime," Technicolor romance starring Katharine Hepburn and Rossano Brazzi, will have its premiere at the Astor Theatre on Broadway on June 20, the eve of Summer, for the benefit of ANTA's "Salute to France," United Artists announced.

The premiere will be open to the public and proceeds will go to the "Salute to France" international tribute that is being paid by the United States entertainment industry. Robert Dowling is chairman.

Review

"The Magnificent Matador"

(20th Century-Fox—National Pictures)
(CinemaScope)

Hollywood, May 17

THE bravos of this picturesque bull-fighter film belong to Anthony Quinn for superb acting, to Charles Lang's intriguing screenplay, and to Budd Boetticher's knowledge of the dramatic possibilities of bullfighting, evidenced in his direction. With Maureen O'Hara's beauty and CinemaScope added to the production values, Edward Alperson has poured money-making ingredients into the story conceived by Director Boetticher, that should pay off at the box-office. In addition to a good supporting cast headed by Richard Denning and Thomas Gomez, seven of Mexico's top matadors find spots for themselves in the film, which was photographed entirely against colorful backgrounds in Mexico.

Boetticher is able to develop the excitement of the bull ring without resorting to the violence one would normally look for in a film of this kind. His story avoids generating an excess sympathy for the bull-fighter Quinn, who suffers through more than two-thirds of the film with a secret that might have invited an annoying reaction in less capable hands. The story deals with Quinn's concern for a very young bull fighter whom he has been invited to induct as a full-fledged matador. A night-marish dream before entering the arena has him running away from a vast Sunday crowd who came to witness the event.

Miss O'Hara, wealthy American heiress, follows him and offers her palatial estate as a hideaway until he can regain his nerve. His secret problem appears greater than his romantic interludes with the beautiful redhead, until she consoles him when she finds out that the boy he was to induct was his own son, born out of wedlock. The boy, secretly raised by friends of Quinn's when his mother died at childbirth, tells Quinn that he knows of their relationship and that he wished to follow in his footsteps. Quinn recognizes his son's ability with great pride as he announces their relationship during another induction ceremony at the arena.

The production is smoothly paced, colorful, actionful and offers a nice balance of dramatic and romantic elements throughout. It should prove an excellent attraction for both class and action houses with the possibilities offered by its varied selling approaches and its many exploitable ingredients. It is likely to amply reward any extra sales and promotional effort which the exhibitor expends on it.

Lucien Ballard's camera work and Richard Cahoon's editing are worthy of mention for their individual contributions to the picture. The Eastman-Color prints are processed by Pathe.

Running time, 95 minutes. Adult classification. For release in June.

SAMUEL D. BERNS

Para. Releases

(*Continued from page* 1)

eral release of "Strategic Air Command," to be followed by "The Seven Little Foys," starring Bob Hope.

August releases will be "We're No Angels" and "You're Never Too Young," starring Dean Martin and Jerry Lewis.

Three pictures for September are: Frederic Brisson's "The Girl Rush," Alfred Hitchcock's "To Catch A Thief" and "Ulysses," made in Italy.

Four additional films will have a June first-run run-off. These are the VistaVision frontier films, "The Far Horizons," "Run For Cover," "Mambo" and "Hell's Island."

Approve Changes

(*Continued from page* 1)

peal, which was fought by business groups. The Finance Committee said that firms whose tax liability is increased as a result of the repeal of the two sections should have until Dec. 15 to pay the additional tax free of penalty. The House bill had a Sept. 15 date on this provision.

'Simba' to Lippert

HOLLYWOOD, May 17.—Robert L. Lippert today announced that Lippert Pictures has acquired United States distribution rights to J. Arthur Rank's "Simba" and will roadshow it, with June 17 as the national release date.

Lippert Pictures president, Edmund Baumgarten, will leave at the weekend for a tour of the East and Midwest screening the film for franchise distributors.

Kentucky Allied

(*Continued from page* 1)

the newly formed association were: Abram F. Myers, general counsel; Rube Shor, president, and Wilbur Snaper, vice-president, all of national Allied; Chris Pfister, former president Ohio Allied, and W. A. Carroll, executive secretary, Indiana Allied.

Executive Board Named

The Kentucky group was established, and an executive board was set up to handle affairs of the new organization until such time that a regular election of officers and board members could be held. Appointed to the executive board were: E. L. Ornstein, Louis A. Arru, Anna Bell Ward, J. M. Reiss, Floyd Morrow and Bob Enoch. Ornstein was appointed temporary national director by the executive board. He will be sent to the national Allied board meeting which will be held in New York on May 24.

A large number of those present pledged membership, and immediate plans were formulated for an all-out membership drive for the new organization.

Daff Names

(*Continued from page* 1)

second day of the European sales conference.

Mexico was the winner in the competition between individual territories; the Latin American division was first in the divisional race; Mexico was first in the sales drive held for J. Arthur Rank productions, and Spain was winner in the 16mm. sales competition.

National Pre-Selling

A MAJOR magazine ad campaign on Paramount's "The Seven Little Foys" has been set for June and July. More than one hundred million readers are expected to be reached by this full-color advertising campaign.

The schedule includes the July "Woman's Home Companion," on the newsstands June 16; the June 27 issue of "Life"; the July 2 issue of "Saturday Evening Post"; the June 26 issue of "American Weekly" magazine, supplement to 30 Sunday newspapers in key cities, and the July issue of "Seventeen."

Also included in the "Seven Little Foys" campaign are ads in the July, August and September issues of 11 fan magazines.

•

The 1955 Benjamin Franklin Magazine Award Gold Medal for Public Service was presented to "Redbook" magazine for "the most distinguished and meritorious public service." "Redbook" was given the award for three articles dealing with important problems of human rights and individual freedoms: "What is a Security Risk?" (March 1954) by William Peters and Oscar Schisgall; "Fear On the Campus" (April 1954) by Andre Fontaine, and "The Schools That Broke the Color Line" (October 1954) by William Peters.

According to the judges, this series constituted "an effectual contribution to public awareness of some of the most challenging social and moral issues of our day, and was considered a courageous effort to bring controversial issues before a mass audience."

•

"Look's" cover on the current issue has a beautifully colored picture of Kim Novak, star of "Five Against the House." Also in the issue is a personality story of this new star illustrated by four action photos. "Look" reports: "Kim's big break is one of the year's top roles, the lead in 'Picnic.'"

•

The "Atlanta Journal and Constitution" magazine of May 15 had a feature story titled, "Something Wonderful Has Happened to the Movies." This story, written by Paul Jones, is an accurate history of the motion pic ture industry during the past three years. Jones also calls attention to the Southeastern Movie Festival which started Sunday and will run for a month. He mentions pictures which will be released during this time, such as "Mr. Roberts," "The Seven Year Itch" and "The Seven Little Foys." Full-color page ads of "Daddy Long Legs," "The Eternal Sea," "The Prodigal," "The Sea Chase" and "Shotgun" appear in the issue. All these pictures will be shown during the Movie Festival.

•

Walt Disney's "Lady and the Tramp" has inspired applique patterns for little girls which are shown pictorially on a full color editorial page in the May issue of "McCall's." Attention is called to "Lady and the Tramp" in the descriptive text, and the readers are informed where the Walt Disney patterns can be bought.

WALTER HAAS

NO! "MAJOR BENSON" is NOT A SLEEPER!



"THE PRIVATE WAR OF MAJOR BENSON"

PRINT BY TECHNICOLOR

was conceived at the outset to be a great entertainment picture, a great box-office picture. That it also proved to be a "GREAT" picture is not surprising . . . we spared no pains to insure its success! Don't just take our word for it...

F' GOSH SAKES, SEE IT *

...and enjoy the

HEART-WARMING FUN !



Happily Yours from UNIVERSAL!

*** Take your family or your sweetheart to the SPECIAL SCREENING your U-I EXCHANGE is arranging in your Territory!**

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

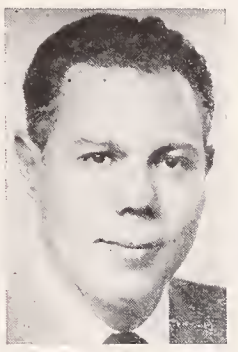
VOL. 77. NO. 98 NEW YORK, U.S.A., THURSDAY, MAY 19, 1955 TEN CENTS

Strong Possibility of Merger Of Allied and TOA, Reade Says

Exploratory Talks on Consolidation Already Have Started, He Reveals; Needed to Earn Respect of Producers, Distributors, Gov't

By LESTER DINOFF

There is a "strong possibility" of a merger between the Theatre Owners of America and Allied States Association in order to "earn the respect of producers, distributors and government," according to Walter Reade, Jr., chairman of the board of directors of TOA, who yesterday revealed that "exploratory talks between both exhibition groups concerning the merger have already taken place."



Walter Reade, Jr.

"The Theatre Owners of America would welcome a merger with national Allied so that exhibition could have unity, a united front, as it has in a number of foreign nations," Reade stated following his return from a two-week trip to France and England.

Exhibition problems of each group are analogous and the industry roundtable conference "is the first step," Reade said in speaking of the possible merger of the national theatre groups. "This is conducive to a merger," the TOA chairman said.

Large theatre circuits and owners of a single theatre have, basically,

(*Continued on page 7*)

Asked 'Only Study'

Administration Backtracks on Minimum Pay

See Less Chance for an Extended Law Coverage

By J. A. OTTEN

WASHINGTON, May 18. — The Administration today backtracked on its earlier recommendation that Congress extend the minimum wage law to cover interstate theatre chains and other retail outfits operating on an interstate basis.

Stuart Rothman, solicitor for the Labor Department, told a Senate labor subcommittee that the Administration was not necessarily recommending extended coverage but only that Congress "study" and "consider" extended coverage. The distinction drew from subcommittee chairman Douglas (D., Ill.) a charge that this was "double

(*Continued on page 6*)

Australian Upturn To Go On: Glass

Expectations of continued good film business in Australia, even with the advent of television there, were voiced yesterday by John Glass, general manager of Hoyts Theatres, here on a visit.

Glass forecast that admissions and income of the Hoyts Circuit of Australia will be substantially higher this fiscal year, which ends in June, as compared to the high levels reached last year. Glass said he was in New York conferring with officials of 20th

(*Continued on page 7*)

Kennedy, Thompson Again Head Ala., Georgia Groups

Special to THE DAILY

ATLANTA, May 18.—J. H. Thompson and R. M. Kennedy were reelected presidents of Theatre Owners of Georgia and Theater Owners of Alabama, respectively, at the joint conventions here, held in connection with the Southeastern Movie Festival.

Elected to serve with Thompson were O. C. Lam, Rome; Nat Williams, Thomasville; Ray Edmondson, John Stembler and Fred Story, Atlanta, vice-presidents; E. D. Martin, Columbus, treasurer, and John Thompson, Gainesville, secretary.

Other officers selected by the Alabama group were Dan Davis, Rufus Davis, Jr., Lester Neely and J. W. Gaylard, vice-presidents; T. E. Watson, secretary-treasurer, and Mack Jackson, board of directors representative.

Okay Phonevision Showing in D.C.

From THE DAILY Bureau

WASHINGTON, May 18. — The Federal Communications Commission cleared the way for Zenith Radio Co. to put on special demonstrations of its Phonevision system here during the coming month for broadcasters and Congressmen.

The FCC authorized Washington station WMAL-TV to carry experi-

(*Continued on page 7*)

L. J. Finske to Head Fla. State Theatres; Netter 'Consultant'

Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, Inc., announced yesterday that Leon D. Netter, president of Florida State Theatres, Inc., and a theatre executive in the home office of the company for more than 20 years prior to his coming to Florida, will assume a consultant role with Florida State Theatres, Inc., effective July 1. He said Netter wanted to "take things a little easier."

Goldenson also announced that predicated upon Netter's recommendation, Louis J. Finske, who is now serving as vice-president of the Florida circuit, will become its president, succeeding Netter, on July 1. Finske has been associated with Netter for the last three years in the operation of Florida State Theatres, Inc., with headquarters in Jacksonville. Prior to his affiliation with Florida State Theatres, Inc., Finske served as president of Penn-Paramount Corp. which operates theatres in the Pennsylvania

(*Continued on page 7*)

Predicts British, French, Italian, U.S. Exhibitor Unit

Global Organization by 1956

A global organization of British, French, Italian and American exhibitors may come into being in 1956 following the annual convention of the International Exhibitors Association in Paris which will be attended by a representative of the Theatre Owners of America, it was disclosed here yesterday by TOA board chairman Walter Reade, Jr.

Reade said that, in effect, TOA had already been closely working with foreign exhibitor groups, mainly the Cinematographic Exhibitors Association, leading British organization.

"After the 1956 Paris meeting, our TOA representative will report to the board of directors on the advisability of the organization joining the International Exhibitors Association," Reade said. He also disclosed that an invitation had been extended to CEA to have a representative attend the annual TOA meet in Los Angeles this year.

"I foresee an international organization being set up, not formally, but, I am hopeful, with a definite basis for meetings and exchanges of information," Reade stated. "TOA has been cooperating with CEA and we feel it has been definitely to our mutual advantage," he said.

The British exhibition group is anxious for TOA to participate in an international group and "TOA is anxious to join," the TOA board chairman said. "Our initial arrangements with CEA calls for closer communications between both groups by the establishment of a liaison," he pointed out.

Allied's Directorate Meets Here Sunday

Members of the board of directors of national Allied will open a series of meetings here on Sunday at the Waldorf Astoria Hotel.

Ordinarily an agenda for the board conclave is prepared in advance in Washington by Abram F. Myers, Allied general counsel, but this procedure was abandoned this year because of uncertainty over the fate of the proposed roundtable meeting of Allied and Theatre Owners of America officials with film company executives, which had been scheduled for next Tuesday.

Personal Mention

CHARLES C. MOSKOWITZ, MGM vice-president and treasurer, is scheduled to return to New York at the weekend from Miami.

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ROBERT J. O'DONNELL, vice-president and general manager of the Interstate Circuit, will return to Dallas today from New York.

•

MIKE SIMONS, M-G-M director of customer relations, and EMERY AUSTIN, in charge of exploitation, have returned to New York from Atlanta.

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LESLIE FABER, assistant managing director of British Lion Film Corp., is scheduled to arrive here from London today via B.O.A.C. Coronet.

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EDWARD CHURCHILL, president of Donahue & Coe, returned to New York yesterday from Europe.

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PAUL RAIBOURN, Paramount vice-president, is due back here from the Coast on Friday.

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B. G. KRANZE, United Artists general sales manager, will return to New York today from San Francisco.

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FREDRIC MARCH and his wife, FLORENCE ELDRIDGE, have arrived in Rome from Madrid.

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COUNT LEONARDO BONZI, Italian producer, returned to Rome yesterday from New York.

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CHARLES LEVY, Eastern publicity director for Walt Disney, left here yesterday on a country-wide tour.

•

JULES LEVEY has returned to New York from Europe.

Abraham Silverstein, 85

Abraham Silverstein, 85, father of Maurice (Red) Silverstein, Loew's International regional director of Latin America, died yesterday at his home in Hollywood following a long illness. His son, in New York for business conferences, flew last night to Hollywood to attend the funeral. The deceased is also survived by his wife and a son and daughter, Harold and Anna.

Parker on Tour

Starting Saturday, and continuing through June 19, Fess Parker, who plays the title role in Walt Disney's "Davy Crockett, King of the Wild Frontier," will make an extensive tour of the United States. Starting in Oklahoma City, Parker will visit cities in the Southwest, South, Middle West and Atlantic seaboard.

Mrs. Cora McKay Dies

RUTLAND Vt., May 18. — Mrs. Cora E. McKay, a partner with New England Theatres, Inc., in the Paramount Theatre, of this city, died here this morning.

21% Required Revisions

Toronto Censors Note Drop In U. S. Feature Imports

Special to THE DAILY

TORONTO, May 18.—In his report for the past fiscal year, O. J. Silverthorne, director of the Ontario Board of Moving Picture Censors, has declared that not only was there a decrease in the number of feature-length pictures from the United States but fewer of them were suitable for the whole family, a result being greater censorship attention compared with the previous year.

Silverthorne said 21 per cent of submitted features required revision or adult classification or both, a larger percentage than in the 1953-4 period. He commented that improvement appeared likely because directors of the Motion Picture Association of America had met to discuss strict observance of the Production Code.

One Feature Rejected

The Ontario censor chairman noted "a strikingly large increase" on the other hand in foreign-language features, particularly from France, West Germany, Italy and the Soviet, following reduction in product from the U. S. because of wide-screen processes. One feature had been rejected, the subject dealing with African tribal life, and there had been no appeal from the decision.

The origin of features viewed in the last 12 months was: United States, 306; Great Britain, 77; Italy, 80; West Germany, 28; USSR, 12; France, 10; Japan, three; and Canada, Denmark, Poland, Mexico, India and Brazil, one each. The number of films from all sources was 10 per cent down from the preceding year while the footage dropped from 5,390,000 to 4,700,000 feet.

Advertising Generally Good

Silverthorne noted that approximately five per cent of Ontario's licensed theatres were closed in the 1954-55 period despite previous steady growth. The board inspected 29,340 pieces of advertising, 2,252 less than the preceding total, and of the 241 rejected items, 109 were later approved after revision.

Kreisler Reports on So. Amer. Market

Italian films are finding a greater market in South America, B. B. Kreisler, president of International Film Associates Corp. reports. He returned recently from an eight-week business tour of Latin America. "The change is primarily due to the increase in Italian immigrants," he said.

"United States films, however, continue to be the best liked and general attendance is on the upgrade despite the inroads of new television stations and night athletic events," Kreisler commented. "Here is a case in point: there are about 20,000 television sets presently in Argentina—telecasting is for a few hours daily—and the programs generally are poor. Improved film fare in the theatres is attracting more people to pictures instead of having them stay home to view television. 'The Robe,' the only CinemaScope presentation in Buenos Aires, was in its 11th month at the Broadway Theatre and had grossed almost the equivalent of $900,000 in Argentina pesos."

'Red Tape' in Argentina

Film negotiations are more difficult in Argentina than most of the other South American countries combined, Kreisler said. Government red-tape and import license restrictions against outside product, particularly independent features, is the two-way method of trying to encourage local production, he said.

Arrangements were made with franchise distributors in all countries except in Argentina to handle the pictures of International Film Associates, according to Kreisler. The initial three features now being subtitled in Spanish and Portuguese are "High Time," "Paris Affair" and "Garden of Eden" (Eastman color) with an average of three features yearly to follow.

Set 'Matador' TV, Radio Campaign

A five-day saturation radio and television advertising campaign for "The Magnificent Matador" has been set by 20th Century-Fox for its premiere on Tuesday at the Astor.

The campaign totaling 418 spot announcements will get under way on Friday and continue on an around-the-clock basis through the film's opening at the Astor.

SDG Dedication June 5

HOLLYWOOD, May 18. — The newly completed Screen Directors Guild Building and Theatre, constructed at a cost of $300,000, will be dedicated June 5, SDG president George Sidney today announced.

AA to Use Superscope

HOLLYWOOD, May 18.—Walter Mirisch, Allied Artists executive producer, today disclosed that the company will release "Body Snatchers" in Superscope, the first AA use of the process.

Loew Dividend

Directors of Loew's, Inc., yesterday declared a dividend of 25 cents on its outstanding stock payable June 30 to stockholders of record on June 14.

News Roundup

New Bayshore Drive-In

Associated Prudential Theatres will have a press preview of its new Sunrise Drive-in, Bayshore, L.I., on Monday. The outdoor theatre will open officially on Thursday. The theatre claims the first installation of a new 135 by 54 foot screen, said to be the largest developed by the Motion Picture Research Council in association with Alcoa. Reported to be the largest in the East, the drive-in has a capacity for 1,500 cars.

■

Continues Texas Study

Sindlinger & Co., which started an analysis of the Bonham, Tex., film market last May and then halted it in order to devote full time to the admission tax repeal campaign, has renewed the study and will continue for the next six weeks.

■

New Mexican House

Active theatres in Mexico City now total 127 with the opening of the 3,000-seat Cine Polanco. Owned and operated by Teatros Nacionales, the theatre has an underground parking lot.

■

Change Broadcast Date

The John Daly "Who Said That?" ABC-TV broadcast saluting the Will Rogers Memorial Hospital will be seen next Wednesday night at 8:30 (EDT). Robert Weitman, vice-president of ABC, and Eugene Picker of Loew's Theatres, arranged the benefit show.

26 NYC Theatres to Show Fight Pictures

Twenty-six theatres in the New York metropolitan area today will begin showing motion pictures of the Rocky Marciano-Don Cockell heavyweight championship fight, it was announced yesterday by United Artists which has distributed 600 prints of the fight film to theatres across the country.

Danny Gray Is Dead

HOLLYWOOD, May 18.—Funeral services were being arranged today for Danny Gray, 65, who headed the M-G-M film editing department from studio's founding in 1924 until his retirement last year, and who died yesterday at his home here. The deceased was widely known in New York.

Fabian in Hospital

Si Fabian, president of Stanley Warner, entered Lenox Hill Hospital here upon his return from Europe on Tuesday, it was learned yesterday. Said to have been suffering from a stomach ailment, Fabian's condition was described as "good" yesterday.

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Washington 'Post' Lauds Kansas for Ending Censorship

From THE DAILY Bureau

WASHINGTON, May 18. — The Washington "Post" has editorially expressed the hope that other states may follow Kansas in ending state censorship of motion pictures.

"The licensing of pictures ought to go the way of the licensing of the press," the "Post" declared.

The editorial noted that all 48 states have now ended censorship of newsreels, and added that "the only thing to be wondered at in this development is that Americans in any state have for so long tolerated such an egregious interference with their right of access to information."

Six States Still Censor

Then it pointed out that six states still tolerate censorship of other motion pictures, but that Kansas will end its state censorship on June 1. "The traditional argument of the censors," the "Post" stated, "is that censorship is necessary to protect public morals and prevent crime; but the record of the 42 free states in regard to crime and morals compared without any disadvantage whatever with the record of the six states where censorship safeguards the public from anything offensive to the censors.

"Behind all censorship lies the bland assumption of the censors that the people are not qualified to judge for themselves what they may see, hear and know. . . . Our hat is off to Kansas. It is tipped expectantly and hopefully to Maryland and Virginia, which have taken a step in the right direction (by ending censorship of newsreels). The people of the other censored states may soon become adult enough to judge movies for themselves."

S.E. Festival Hears Martin and 5 Others

ATLANTA, May 18. — Industry problems, selling methods and equipment occupied the closing session of the Southeastern Movie Festival at the Atlanta Biltmore Hotel here.

Among the speakers were A. B. Padgett, of Wilby-Kincey Theatres; E. D. Martin, president of Theatre Owners of America; Fred Storey, president of Storey Theatres; Dick Kennedy, president of Alabama Theatre Owners; Nash Weil, general sales manager of Wil-Kin Theatre Supply, and Ray G. Colvin, executive director of Theatre Equipment Dealers Association.

4 of 6 Favor Toll TV Of Dodgers' Games

N. Y. Daily News' Inquiring Fotographer, Jimmy Jemail, asked Dodger fans at Ebbets Field, Brooklyn, if they would be willing to pay to watch the Dodgers play on TV. Four of the six interviewed answered in the affirmative; two said "no."

Two months ago Jemail asked the general question, whether subscription TV was favored or opposed. The six replies were unanimously opposed.

Probes 'Political Tests'

Ford Foundation Study of Industry Nears Completion

By MURRAY HOROWITZ

A survey to examine whether, and to what extent, political tests are used for employment in the entertainment industry, undertaken by the Ford Foundation's Fund for the Republic, is nearing completion, it was disclosed here by John Cogley, director of the project.

Cogley, interviewed regarding the scope and purpose of the survey covering the film industry as well as radio and television, said that he was "pretty much near the end of the research" phase. Work on organizing the material and writing the report, he added, will begin shortly. He expressed hope that the report, to be incorporated in a book to be published, will be ready this summer.

Hundreds Interviewed

Cogley, former executive editor of "Commonweal," said that between 200 and 300 people in the film industry have been interviewed. The range of personalities questioned vary from members of the "Hollywood Ten" to executives of the Motion Picture Alliance for the Preservation of American Ideals. Cogley said that he, himself, has interviewed Dore Schary, vice-president of Loew's-M-G-M in charge of the studio, and B. B. Kahane, Columbia vice-president and studio executive.

The survey, begun last December, is being conducted by a group of 10 to 12 people, Cogley stated. Supervising the investigation in Hollywood, Cogley continued, are Paul Jacobs, CIO and AFL union consultant and a member of the board of the American Civil Liberties Union's Southern California branch; Dorothy B. Jones, a former member of the Office of War Information and a former editor employed by the Academy of Motion Picture Arts and Sciences, and Elizabeth Poe Kerby, former "Time" magazine researcher.

The survey, concerned primarily with two areas, those of radio and TV and the motion picture industry, seeks answers to these questions:

Is there a political criteria used for employment of people?

If there is, what are the criteria? Membership in the Communist Party? Suspected membership in the Communist Party? Uncooperative witnesses before governmental agencies investigating subversive activities? Listings, such as in "Red Channels"?

What is the rationale for establishing the criteria? For patriotic, economic or other reasons?

How many people are affected?

What about the question of clearance?

Answers to these and many other questions are being sought, according to Cogley. The group, he added, has also made a historical survey of the industry, going into the background of the Communist Party set-up in Hollywood, the labor strife there, the susceptibility of the industry to public opinion, relating these factors to the present situation.

Will 'Focus the Issues'

Asked if the report would contain recommendations, Cogley responded that it will "focus the issues at stake rather than contain elaborate recommendations." The recommendations, he added, will be more implicit than explicit, adding that as an outside group "we are interested in the whole thing as it affects . . . civil liberties" and American traditions. Any changes which should take place, he continued, will have to be adopted by the industry itself. No one, he continued, in the team conducting the survey "has any illusions" that "we know how to run the industry."

Key City 'Sneaks' For 'Major Benson'

Universal-International will hold a series of "sneak previews" of "The Private War of Major Benson," its Technicolor comedy starring Charlton Heston and Julie Adams, in every key exchange center in the United States as well as in sub-key cities to accommodate its exhibitor customers from Coast to Coast, it was announced yesterday by Charles J. Feldman, vice-president and general sales manager of the company.

Feldman said that the decision stems from the audience reaction to the picture at its first "sneak preview" in California several weeks ago which, he said, was the most enthusiastic ever accorded a U-I picture.

'Alison' to RKO

HOLLYWOOD, May 18.—J. R. Grainger, president of RKO, has completed arrangements with Tony Owen of Anglo Amalgamated Films, Inc., for world-wide distribution by RKO Radio Pictures of "Portrait of Alison" outside of Britain.

880,000,000 Audience In 1955, Says China

TOKYO, May 13. (By Air Mail)— The Communist regime in Peiping, China, has announced that the film audience for 1955 in that country will be 880,000,000, and that this group by the end of the year will have viewed 1,300,000 showings.

The above figures, if proved accurate at the end of this year, would represent an audience eight per cent larger than 1954, with the showings totalling 14 per cent more than the previous year.

It was further announced that a pact has been signed between Red China and North Korea for the purchase and distribution of films.

Set London Premiere Of Kaye's 'Children'

Paramount Pictures will hold the European premiere of Danny Kaye's documentary film, "Assignment Children," on June 3, at the Plaza Theatre in London, it was announced here yesterday by the film company.

Setback Noted

Lower Tax on Profit Abroad Seen Unlikely

From THE DAILY Bureau

WASHINGTON, May 18. — The Treasury Department has just about lost all interest in trying to get Congressional action this year to lower the tax rate on firms doing business overseas.

This is a setback for the motion picture industry. Even though the Treasury has been pushing this proposal in a form that would rule out film distributors, the distributors had hoped to persuade Congress to amend the Treasury's scheme to cover them.

Two Proposals Would Aid Industry

The Treasury plan would tax at 14 percentage points less than the going corporate tax rate certain income derived from overseas. It also would have deferred the tax on earnings of overseas branches of certain U. S. firms until the earnings actually were remitted to the U. S. Both proposals would be of substantial help to the industry if they were included in the scope of the changes.

The President said in several of his messages to Congress early this year that he would ask Congress to approve the scheme this year. So far, however, the Treasury has not followed through by actually submitting the plan or a draft bill to the House Ways and Means Committee.

Now Treasury officials indicate privately that they're ready to forget about the plan this year. It may still be sent to Capitol Hill before Congress quits, but there won't be much steam behind it, and Congress is not really expected to act.

Several Tax-Bill Fights

The reason for the loss of Treasury interest is that the Department has been having a rough time this year with tax bills, and Treasury officials don't want to go through another fight. They had one rough fight over extending the excise and corporate tax rates, and are now going through another over repealing two "loophole" sections of last year's law. Their present feeling is to forget about any further tax changes this year.

Levey Sees Toll TV Sports at 25c to $1

The New York Yankees and Giants, as well as the Brooklyn Dodgers, are interested in the revenue possibilities for their games on subscription television, Arthur Levey, head of Skiatron, said.

Discussions with heads of the ball clubs, he said, have been held. He envisions a 25-cent charge, on which $40,000 to $50,000 per game might be realized. Levey thinks a football game would also be worth 25 cents on toll TV, but that a heavyweight championship fight should bring $1. Heretofore, all those sports have been available on free television.

JOHN WAYNE



"The Sea Chase" is trem

NOW ROARING ACROSS THE SOUTHLAND IN THE SMASH
OF THE 300-THEATRE SATURATION SEND-OFF IN TENNESS
GEORGIA AND FLORIDA! DECORATION DAY NATION-WI

FROM WARNER BROS. IN CINEMASCOPE AND WARNER
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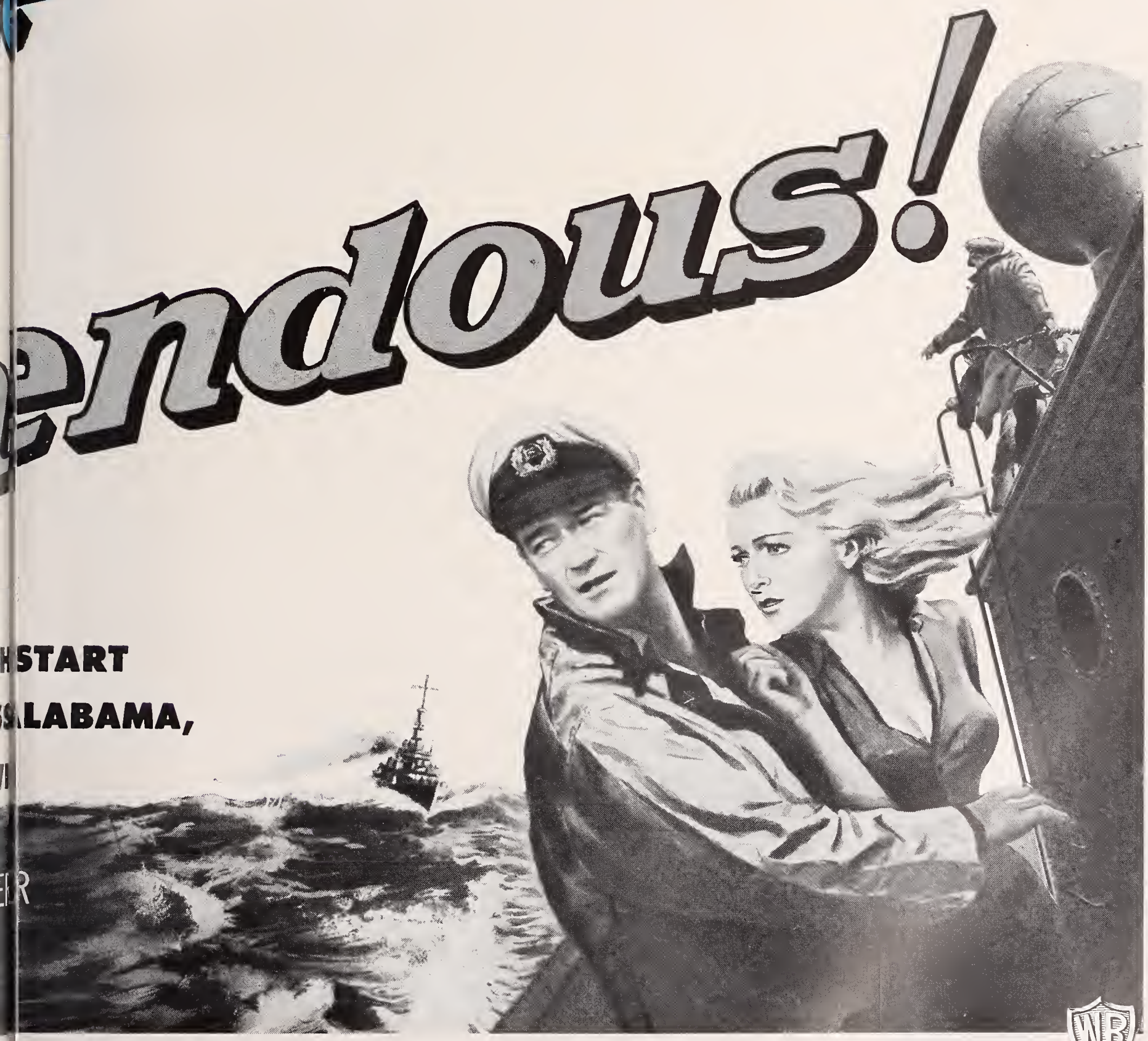


Another great role
that 'Battle Cry' g

LANA TURNER!

"

...dous!



H START

S ALABAMA,

ER

JAMES ARNESS · RICHARD DAVALOS

Screen Play by JAMES WARNER BELLAH and JOHN TWIST

DIRECTED BY JOHN FARROW

People

Henry G. Plitt, vice-president of Paramount Gulf Theatres, was awarded a charter membership and a certificate of achievement by the United States Air Force Association for his work in publicizing the Air Force in connection with the all Southern premiere of Paramount's "Strategic Air Command" at the Saenger Theatre, New Orleans.

¤

Paul MacNamara, vice-president of International Telemeter Corp., has declined the invitation to join opponents of subscription television issued last week by **Leon P. Gorman, Jr.**, chairman of New England Broadcasters for Free TV. Gorman, said MacNamara, must have misunderstood his statements regarding closed circuit pay TV systems.

¤

Anton Christenson has been re-elected president of Astoria (Ore.) Projectionists. **Wallace McCroskey** has been named vice-president and **L. A. Pierre** business agent and secretary.

¤

Sanford Bookstein, Albany certified public accountant, has been appointed treasurer and comptroller of Hellman Enterprises, Inc. The corporation, headed by **Neil Hellman**, operates the new Town Manor Motor Hotel in Albany, the Mount Vernon Motel and Auto-Vision Theatre in East Greenbush, the Lincoln Drive-in at North Philadelphia and the Roosevelt Drive-in at Levittown, Pa.

¤

Ida Ritter, former secretary for the Theatre Owners of America in New York, is operating and managing the Silbert's Hotel at Schroon Lake, N. Y.

¤

Gil Turner, formerly an animator at Walter Lantz, has been signed by **Stephen Bosustow**, president of United Productions of America, to animate the "Near-Sighted Mr. Magoo" series.

¤

Arnold Haynes of Naples, Fla., has purchased the Arcade Theatre in Kissimee, Fla., from R. E. Beck and C. H. Lucas. Mr. and Mrs. C. Z. Pierce, who are partners with Haynes, will operate the house.

¤

Peter G. Perakos, president, and **Sperie Perakos**, general manager, were hosts last night to a delegation of Northeastern film executives at the premiere of their 800-car drive-in at Southington, Conn.

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Reviews

"The Adventures of Sadie"

(Langley-Minter—20th Century-Fox)

AN amusing farce is being offered to American patrons of British-made "art" films by 20th Century-Fox which is distributing Noel Langley's adaptation for the screen of Norman Lindsay's novel, "The Cautious Amorist," which concerns itself with the adventures of three men and a beautiful girl who have been shipwrecked on a deserted South Pacific island for a long period. Adult audiences should find "The Adventures of Sadie" entertaining even though the English dialogue is slightly indistinguishable in some parts. The picture was filmed in Eastman color.

The principals should be recognized by U. S. patrons of British pictures. Dark-tressed, well-moulded Joan Collins portrays the young, fresh and not too innocent girl who is marooned along with George Cole, a cynical journalist with a biting tongue; Robertson Hare, a very prim and proper school master, and Kenneth More, colorful Irish stoker with a fondness for liquor and an eye for the ladies. Hermione Gingold is also featured.

The story opens with Miss Collins sulking because a shipboard romance has been broken up by her parents. In the excitement of a crash at sea between the cruise ship and a freighter, she is thrown together with the three men and all, cold and aloof, drift to this deserted tropical paradise where the fun begins. The men agree to a pact to be perfect gentlemen where Miss Collins is concerned, but soon all are involved in violations of promise. Several amusing events occur, which almost lead Miss Collins to marry Hare, much to the latter's dismay, but a ship finally finds the group and the situation is repeated. The ship, after taking the group off the island, crashes and sinks, and once again all are marooned—Cole with the ship's Chinese cook; Hare and Miss Gingold on a lonely island; and Miss Collins with More on the same island from which they recently had been rescued.

Others adequately supporting the principals are Walter Fitzgerald, Hattie Jacques, Felix Felton and Lionel Murton. George Minter and Langley co-directed the picture which also offers some beautiful color photography.

Running time, 88 minutes. Adult classification. For release in May.

LESTER DINOFF

"Las Vegas Shakedown"

(Allied Artists) *Hollywood, May 18*

THE gay glitter of Las Vegas, gambling capital of the world, is a steadily interesting background for this story of people who go there, some who live there and some who die there. The first group of the people in the picture brings with them three separate personal stories, each of which is resolved in the course of the main plot. The second group includes Dennis O'Keefe, head man of the gambling casino which is the main setting of the production, and the last includes some gangsters who come to kill him. Collectively, the several stories, which tend to get somewhat in each other's way at times, provide a rather thorough documentation of the ways, the policies and the practices of Las Vegas, while demonstrating again—and with some extreme violence thrown in—that crime does not pay.

The main thread in Steve Fisher's cross-thatch script deals with the efforts of Thomas Gomez, fresh out of Alcatraz, to rub out O'Keefe, a witness against him in the trial responsible for his jailing. Las Vegas police try to persuade O'Keefe to leave town until they can take in Gomez, but he refuses to go, and eventually does away with Gomez personally, under police-approved circumstances.

Colleen Gray as the school teacher who falls in love with O'Keefe, Charles Winninger as a banker who can't lose at the crap table, and Elizabeth Patterson as his wife are effective in support.

The production is by William F. Broidy, with Ace Herman and A. Robert Nunes as associates, and the direction is by Sidney Salkow, a smooth job.

Running time, 79 minutes. General classification. For May release.

WILLIAM R. WEAVER

Kirsch and Rinzler Head Golf Tourney

Marvin Kirsch, Radio Daily executive, and Harold Rinzler, Randforce Theatres executive, have been appointed co-chairmen of the fourth annual film industry golf tournament being sponsored by New York's Cinema Lodge of B'nai B'rith at the Vernon Hills Country Club at Tuckahoe, on June 9, it was announced yesterday by Martin Levine, chairman.

Committee members who will serve with Kirsch and Rinzler include Dave Bader, Herb Berg, Dave Dash, Jack Hoffberg, Milton Livingston, Don Mersereau, Alan Robbins, Burton Robbins, Norman Robbins, Milton J. Salzburg and Cy Seymour.

Rylander to NBC

Al Rylander, exploitation head for Columbia Pictures, shortly will join the National Broadcasting Co. as director of exploitation for radio and TV, it was learned here yesterday.

ABC Radio Network, 4 Outlets, to NARTB

The ABC radio network and the company's four owned radio stations have joined the National Association of Radio and Television Broadcasters, it was announced by Robert E. Kintner, president.

The four owned ABC radio stations are WABC, New York; WXYZ, Detroit; KGO, San Francisco, and KABC, Los Angeles. Already members of the NARTB are the ABC-TV network and its five owned stations: WABC-TV, New York; WBKB, Chicago; WXYZ-TV, Detroit; KGO-TV, San Francisco, and KABC-TV, Los Angeles.

Film to DCA

"Bread, Love and Jealousy," the Titanus film starring Gina Lollobrigida, will be released nationally through DCA, president Fred Schwartz announced. He plans to dub the film in English.

Minimum Pay

(Continued from page 1)

talk' and trying to "weasel out of a commitment."

Rothman's stand today probably lessens considerably the chance of any extended coverage being approved by this session of Congress. His position will probably permit many Republican Senators and Congressmen, who were inclined to oppose extended coverage but who might have felt obliged to go along with a firm administration recommendation, to vote against extended coverage now.

Hearings Completed

The labor subcommittee wound up its hearings today and will likely begin executive session work on minimum wage legislation some time next week. There's a good chance that the subcommittee and the full labor committee will vote in favor of extended coverage, but such a proposal faces very rough going on the Senate floor and in the House, especially in view of Rothman's testimony today. Theatre owners and retailers have been fighting expansion of wage-hour coverage.

Labor Secretary Mitchell, in earlier testimony before the Senate labor subcommittee, urged Congress to "consider seriously" extending wage-hour coverage. Although he uses this phrase, however, the entire effect of his testimony was to make extension of coverage an Administration recommendation. Rothman was called back today to clear up any doubts.

"Does the Administration recommend extended coverage in this area?" Douglas asked.

"It is clear from the testimony that Congress ought to study expansion of coverage," Rothman replied.

Charges Rothman Dodges Issue

Douglas then said Rothman was "deliberately refusing" to answer the question. "Ought we extend coverage or not," he asked.

"The department merely recommended study," Rothman replied.

"And that is all?" asked Douglas.

"Yes," Rothman answered.

"That is double talk," the Senator declared.

Castle Renews Fight For USIA Cuts

WASHINGTON, May 18.—Eugene W. Castle, former documentary film producer, yesterday renewed his fight for sharp cutbacks in the government's overseas information program, and especially in the film program.

He testified before a Senate appropriations subcommittee in favor of major reductions in the budget approved by the House for the U.S. Information Agency for the coming fiscal year. Castle, who recently published a book attacking the agency, also had testified against its appropriations before the House Appropriations Committee.

Castle urged a reduction of at least $27,800,000 in the $80,000,000 approved by the House. He said that the motion picture program, for which the House earmarked $3,000,000, should be reduced to only $600,000. U.S.I.A. should be abolished as an independent agency, Castle declared, and its "essential functions" transferred to the State Department.

Australia

(Continued from page 1)

Century-Fox, which owns 100 per cent of the Hoyts' common stock. While in New York, Glass said he also would take a look-see at TV operations here, explaining that Hoyts Theatres has an interest in a projected commercial TV station in Melbourne.

The Hoyts executive said there are a number of mitigating factors which will aid theatres when television bows in Australia at the end of 1956 or the beginning of 1957. Theatres in Australia, he pointed out, do not operate on Sunday and therefore will not be hurt by TV on that important weekend day. The introduction of CinemaScope, he went on, before the advent of TV will point up the difference between the two media and thereby aid theatres.

Of course, he acknowledged, certain TV programs on certain nights will attract an audience that otherwise might have gone to the theatre. However, he looked upon TV as another form of competition and expressed confidence that "we will be able to withstand the onslaught."

Glass, in response to a question at a trade press conference, maintained that there is no shortage of product in Australia, contending that although there are currently fewer pictures, they enjoy longer runs and offset what otherwise might have been a shortage.

Okay Phonevision

(Continued from page 1)

mental broadcasts of Phonevision from May 25 to June 24 during the hours of 8 A.M. to 12:30 P.M. The authorization is to permit Zenith to demonstrate its system to delegates to the convention of the National Association of Radio and Television Broadcasters here next week and also to members of Congress and the FCC. The demonstrations will be on special receivers to be provided by Zenith; the broadcasts will not be seen by persons with ordinary TV sets.

The commission said the authorization given WMAL-TV should not in any way be interpreted as meaning that the commission will approve toll television on a permanent basis.

Finske to Head

(Continued from page 1)

area. Netter will continue his residence in Florida and retain his active interest in the management of the theatres operated by Florida State Theatres, Inc. throughout the State of Florida.

Mayors to Discuss Admission Taxes

A proposal concerning municipal admission taxes will be brought up at the 1955 annual Conference of Mayors which will begin at the Waldorf Astoria Hotel here today by Dr. Luther Gulick, City Administrator for the City of New York.

Dr. Gulick will discuss the non-property tax sources during his speech at the conference which will end on Saturday.

British Exhibitors Interested in EFFG

A number of British exhibitors have expressed interest in the Exhibitors Film Finance Group, Inc., according to Walter Reade, Jr., chairman of the board of directors of Theater Owners of America, which is sponsoring the group.

If EFFG were to solicit additional funds for the underwriting of motion picture production, some British exhibitors would give support, Reade said.

Film Festival Will Help U.S. Box Office

The American theatre's box office would get a much needed shot-in-the-arm if the industry would stage a film festival in this country, according to Walter Reade, Jr., of Theatre Owners of America, who yesterday stated that from an exhibition viewpoint, such an affair is "highly desireable."

The U. S. industry's participation at the Cannes Film Festival in France was laudatory and "we should take part in all such festivals throughout the world," Reade said.

Showmanship would return to the theatres then, Reade said, as theatremen wouldn't be worried "too much about making a living."

Altec to Aid 'VV' Sound Installation

The assignment of Altec field engineers to accord technical sound supervision to the installation of VistaVision horizontal projectors, was announced here by C. S. Perkins, operating manager of the Altec Service Corp.

He said Altec engineers would provide technical services for installations in the Saenger Theatre, New Orleans, La.; the Capital, Washington, and the Criterion, New York.

UA to Launch 32 'Sneaks' of 'Marty'

A program of "sneak" theatre previews in key cities blanketing the 32 exchange areas has been set for United Artists' "Marty," Hecht - Lancaster production awarded the Grand Prize at the Cannes International Film Festival, it was announced by Francis M. Winikus, national director of advertising, publicity and exploitation for UA.

Early previews are set for Philadelphia, Washington, Detroit, Baltimore, Bridgeport, New Haven, Atlantic City and Los Angeles during the next two weeks.

'Queen' to AA

Allied Artists has made arrangements with Erma Films, Vienna, and producer-director Ernst Marischka to produce an English version of the latter's continental production, "The Girlhood of a Queen."

Hope to Australia

Bob Hope will plane to Australia from the Coast on Wednesday in connection with his recently completed starring vehicle, "The Seven Little Foys," Paramount announced here yesterday.

Allied-TOA

(Continued from page 1)

the same problems and the producers and distributors should be cognizant of this, Reade said. "The capital investment of theatremen offers a paltry or no-profit return and this is the pressing problem of the hour facing all exhibition," the head of Walter Reade Theatres circuit declared.

"In my opinion, it is unreasonable under any conditions for a film company president to be unwilling to sit down with a group of his customers, without legal entanglements, to discuss mutual problems," Reade said. Herman Levy, TOA general counsel, interjected at this point and said there was nothing illegal in the conference idea at all—exhibitors and distributors talking—but the action taken following the conference by any or all parties may lead to illegalities.

Cites European Policy

Reade said that during his trip abroad, where he met with British, French and Italian exhibition leaders, he attained an objective analysis of exhibitor-distributor relationship. "At this stage," he said, "the major distribution companies are receiving an increased percentage of their profits from abroad. Their relationships with foreign customers are on a cut-and-dried basis. The 'film renters' sit down with an exhibition head or a governmental representative to set rentals terms, releases, etc.

"Here in the United States, the distributors are unwilling to sit down with their customers to discuss mutual problems, with the exception of Republic Pictures' president Herbert J. Yates and Steve Broidy of Allied Artists. To foreign exhibitors, it is inconceivable that distributors are unwilling to meet with exhibitors because abroad such meetings are a general practice."

Speaking now as an individual theatre owner instead of as chairman of the board of directors of TOA, Reade, in reply to a question as to TOA joining with Allied States in a bid for governmental regulation, said that he could not see how exhibition would be worse off with Federal regulation of film rentals than the industry is at present. "It will be up to the TOA board of directors to decide this matter," he said.

Hits Divorcement

Commenting on anti-trust, Reade said, speaking once again as a theatre owner, that "I would rather have the producer and distributor having interests in motion picture theatres so that they would know the problems of exhibition and, in turn, would be more sympathetic toward them. In my mind divorcement was a contributing factor toward today's shortage of product."

In reply to another question, Reade stated that the declining audience is a major problem facing exhibiton. "We must think of ways to attract young people into our theatres or we will go broke," he said. Reade mentioned the student ticket admission plan which has been in effect in his circuit for a number of years as one method.

'Horizons' Opening

Paramount's "The Far Horizons," filmed in VistaVision and in color by Technicolor, will open here tomorrow at the Criterion.

Urges Use of Foreign Films

The opportunity is now "great" for the exhibition of foreign-made films in this country because of the shortage of domestic product confronting U. S. theatre owners, according to Walter Reade, Jr., of Theatre Owners of America, who yesterday said that "quality is the factor in determining the success of a picture.

The J. Arthur Rank Organization is anxious for a larger U. S. market for its product and it is only a question of time until American audiences will fully accept them, Reade said.

"Each foreign-made picture today is doing better in this country than previous ones," Reade said, adding that more dollars are going abroad to foreign producers this year than in 1954 and 1953.

Commenting on the general business conditions which he found during his trip abroad, Reade said that "business in France and England is rather good. Television as competition has not been felt. It is hearsay that the same applies to Italy. U. S. product still is securing the lion's share of foreign box office receipts as the patrons still want to see American stars, talent, etc."

Facing Tax Problem

British theatres are highly concerned with a tax problem, Reade said and explained that 17 per cent of the total gross goes to the producer-distributor. He said that the British theatres are also faced with a box office problem as admissions are less than the revenue, and there also is a shortage of prints.

Television in Great Britain will not affect theatres because no feature films will be available to commercial television, Reade said.

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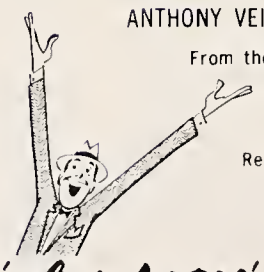
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GILBERT ROLAND
in "That LADY"
CINEMASCOPE

introducing PAUL SCOFIELD
co-starring
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DENNIS PRICE

Produced by SY BARTLETT • Directed by TERENCE YOUNG
Screenplay by ANTHONY VEILLER and SY BARTLETT
From the Novel by KATE O'BRIEN
Print by TECHNICOLOR
An Atalanta Production
Released by 20th Century-Fox



"SOON IT WILL BE A PLEASURE TO DO BUSINESS WITH 'That LADY' FROM 20th!"

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 99 NEW YORK, U.S.A., FRIDAY, MAY 20, 1955 TEN CENTS

EDITORIAL

Time for Toll TV To Get Specific

By Sherwin Kane

THE very effective job that the Committee Against Pay-As-You-See TV has been doing in directing attention to the all-important subject of what, if anything, new in television programming will or can be introduced by the fee systems, should they be authorized, is beginning to pay off.

More and more thinking people are becoming dissatisfied with the glib statements of toll TV proponents that a collection system for the television receiver automatically will mean better programs of every kind and description—"It will make possible quality television programs that cannot be brought to you now because the cost is prohibitive. No sponsor can afford it. It will bring into your home the great sporting events, grand opera, first run movies, Broadway plays. It will also make possible more and better educational programs."

•

Everyone knows by now how the song goes. Actually, it says nothing, but it invites the listener's imagination to write its own ticket.

When the claims are examined, it is inescapable that apart from "first run movies" subscription TV would have very little to offer for its fee that isn't available on television now without charge. Which explains why the exhibitor has been made the special target of the toll TV propagandist.

•

There is no assurance that toll TV interests can make a practicable deal with stage unions, even if they can with producers and authors. Moreover, it is a rare Broadway season that produces a dozen plays suitable for transmission to home audiences. What kind of dent would they make in the 21 to 35 hours of weekly programming toll TV interests hope for?

There is available to home view-

(*Continued on page 2*)

Answers Backtrack Charge

Administration Will Back Sound Wage Law Extension

From THE DAILY Bureau

WASHINGTON, May 19.—Labor Secretary Mitchell said the Administration would support "any practical and sound" extension of minimum wage law coverage voted by the Senate Finance Committee.

Mitchell issued a statement seeking to answer charges that the Administration had backed down on its earlier suggestion that Congress extend the law's coverage to interstate theatre chains and other interstate retail outlets. Labor Department solicitor Stuart Rothman yesterday told a Senate labor subcommittee that the Administration was recommending only that Congress "seriously study" this proposal. This provoked charges that the Administration was engaging in double-talk.

Mitchell's statement today didn't do too much to clear up the situation. He said the Administration's "consistent

(*Continued on page 5*)

Seymour Poe IFE Vice-Pres.

Appointment of Seymour Poe, secretary-treasurer of Producers Representatives, Inc., to the post of executive vice-president of IFE Releasing Corp. was announced here yesterday.



Seymour Poe

In a series of other developments stemming from recommendations to, and approval by, the board of directors of Italian Films Export in Rome, E. R. Zorgniotti, formerly vice-president in charge of distribution, becomes chairman of the board. IFE, it was announced, will establish a new company exclusively devoted to the development of Italo-American co-productions and arrangement of talent deals, TV packaging,

(*Continued on page 5*)

L. A. Cardinal Warns On Laxity in Films

From THE DAILY Bureau

HOLLYWOOD, May 19. — In a special statement to pastors of 267 Catholic churches in Los Angeles, Santa Barbara, Ventura and Orange Counties, James Francis Cardinal McIntyre said, "there is an obvious trend toward laxity in some motion picture productions, and in advertising of them as well. In view of the forthcoming vacation period, with the relaxation it brings, it is appropriate to draw

(*Continued on page 5*)

CLOSED CIRCUIT 'PHONE PARLEY' TO SPUR ROGERS HOSPITAL DRIVE

A closed circuit telephone conference with the distributor and exhibitor chairmen of the Will Rogers Memorial Hospital collection drive committees in each exchange city will be held on June 7. A one-day collection in theatres is being sponsored for the week of Aug. 15. S. H. Fabian is national chairman of the drive.

Speaking from campaign headquarters in New York will be A. Montague, vice-president of Columbia Pictures, who is president of the hospital; Eugene Picker of Loew's Theatres, fund-raising chairman; Charles J. Feldman, general sales manager of Universal, distribution chairman, and Fabian, who also is treasurer of the hospital fund. Brief messages also will be sent by patients now at the hospital in Saranac Lake, N. Y.

It was determined by the committee that the telephone conference method of simultaneously reaching all distributor and exhibitor chairmen, their committees, and exhibitors, would be the most efficient in telling of the hospital's urgent needs and its objectives. Invitations have gone out to exhibitors throughout the country asking for their cooperation and their attendance at the broadcast.

The audience collection has been endorsed and supported by TOA, National Allied, ITOA and MMPTA. It is designed to attract needed additional funds from outside the industry to enable the hospital to meet

(*Continued on page 4*)

Goldenson Stand

Sees 'Good' in Merging TOA, Allied States

Opposes 'In Principle' Moves to Go to Gov't

By MURRAY HOROWITZ

Support for the proposed merger of Allied States Association and Theatre Owners of America came from Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, here yesterday.

Goldenson, interviewed on the general problems currently dividing exhibition and distribution, was asked whether he went along with proposals to merge the two exhibition organizations. "Off-hand," Goldenson said, "it should be good to have one theatre organization," although explaining that he had not given too much thought to the issue.

Proposals to merge Allied and TOA are considered virtually certain to be discussed at Allied's board meeting here opening on Sunday at the Waldorf Astoria.

The ABPT president was asked

(*Continued on page 5*)

See Little Progress On Senate's Study Of Pay-as-See TV

From THE DAILY Bureau

WASHINGTON, May 19. — The Senate Judiciary anti-monopoly subcommittee, which early this year announced plans for a thorough study of toll television and other television problems, hasn't gotten very far along with the subject.

Subcommittee officials admitted that "there's nothing much in the works" on this subject right now. The subcommittee, headed by Sen. Kilgore

(*Continued on page 5*)

WGA, West, Okays Film, TV Pacts

From THE DAILY Bureau

HOLLYWOOD, May 19. — Three new collective-bargaining contracts, topped by the film agreement with major companies, were approved here last night by the Writers Guild of America, West Coast, membership at the organization's annual meeting. The

(*Continued on page 5*)

Personal Mention

L. D. NETTER, JR., Altec Service Corp. sales manager, is in Boston from New York.

•

ALAN A. OLSHAN, son of HARRY OLSHAN, Columbia Pictures branch manager in Milwaukee, will be married there on May 28 to MARILYN PODELL in the Hotel Astor.

•

OSCAR HOMOLKA and his wife, JOAN TETZEL, have left New York aboard the "Queen Elizabeth" for Europe.

•

WILLIAM PERLBERG and GEORGE SEATON are in Washington from Hollywood.

•

GEORGE THOMASINI, Columbia Pictures film editor, will leave here today for London via B.O.A.C. Monarch.

•

JAMES J. LARKIN, B.O.A.C. theatre sales representative, has returned to New York from Australia.

•

JACK CARDIFF, cinematographer, has arrived in New York from Hollywood en route to Europe.

•

MILDRED NATWICK has left New York for Europe aboard the "Ile de France."

•

JACK CUMMINGS, producer, has returned to Hollywood from New York.

•

DON SHARPE, producer, has arrived here from Europe via B.O.A.C.

'Journal-American' Ads COMPO Text

The 44th in the series of Council of Motion Picture Organizations ads in Editor & Publisher which will appear on Saturday, features the ads published by the New York "Journal-American" to encourage theatre attendance. The "Journal-American" ads all carry the caption, "Only *At* The Movies can you enjoy Entertainment Without Interruption."

"Like us," says the COMPO ad, "the publishers of the New York 'Journal-American' apparently are convinced that it is important that people should go out of their homes and seek entertainment in theatres.

"To encourage such activity the 'Journal-American' has been publishing a series of advertisements over the last several weeks. These advertisements have already run to more than 15,000 lines, and, we understand, there are more to come.

"When one of America's most famous newspapers goes to such lengths to encourage theatre attendance, it should be obvious that greater theatre attendance is important. At any rate, we are grateful to the 'Journal-American' for giving such dramatic proof to what we have said so often — that newspapers should do everything possible to foster more attendance at movie theatres."

Editorial

(*Continued from page* 1)

ers now, without charge, excellent dramatic fare on almost every night of the week. There is also available the best in sports programs and a fair representation of cultural programs. The same factors in public taste and demand which now limit educational programs on free TV will be present and act in the same way, only more so, if a fee is charged for such programs.

In fact, the fee is apt to discourage watchers who would follow a cultural program for which no charge is made.

•

Thus, is seems to be up to toll TV to prove that it really would offer something more than the elimination of commercials from present television programs in exchange for the fee it proposes to charge.

If it is to have 21 to 35 hours weekly on the free air, at a price, let it be specific about what will be available at what charge, during those hours, say, for a 60 or 90-day trial period.

It is time the public, and the FCC, were informed whether the toll TV interests have anything other than their coin-collecting devices.

Four in Superscope In Black and White

HOLLYWOOD, May 19.—Joseph Tushinsky, president of Superscope, announced today that four pictures are currently being filmed in the Superscope anamorphic process in black and white. Superscope is the only wide-screen anamorphic process which is currently being used by both black-and-white and color photography, he asserted.

The four films are: "Bengazi," the Panamint production for RKO being produced by Sam Wiesenthal and Eugene Tevlin; "Body Snatchers," Walter Wanger's Allied Artists production; "Time Table," Mark Stevens' production, and "Battle Hell," the Filmakers production.

'Summertime' and Summer on June 21

The benefit premiere at the Astor Theatre here of "Summertime" has been moved forward one day from June 20 to June 21 to coincide with the first day of summer.

Proceeds from the June 21 opening of the United Artists release will go to ANTA's "Salute to France," of which Robert W. Dowling, chairman of the board of directors of the American National Theatre and Academy, is chairman.

Pulitzer Prize for Films Under Study

Extension of Pulitzer Prizes to motion pictures and to writing for motion pictures is under consideration and has been for some time, a spokesman for Columbia University said when asked for comment on the suggestion made by Jack L. Warner earlier this week that motion picture writing be added to the Pulitzer Prize categories.

There is no indication of when a decision might be reached, it was stated.

Says Toll TV Will Hit 'Free' Radio

Toll TV is likely to reprive radio as well as free TV of many popular programs the public now receives without charge, Edgar Kobak, president of Hickory Bill Broadcasting Co., suggests in a letter to the Federal Communications Commission.

"I do not get particularly excited at the opportunity of paying for the opening of a new play on Broadway by seeing and hearing it in my living room," Kobak writes. On the stage, as well as in radio and TV, many shows are flops; the same goes for first run movies. I am having difficulty finding out just what it is that I will get which will be better and more in my interest than that which is available today.

"What, for example, will happen to sports events such as the World Series? If the World Series goes Toll TV will it be taken away from me on radio? The same goes for the Metropolitan Opera and the great symphonies and other programs now available on radio."

"One important, element," he says, "has been forgotten in this hard drive to get the listener and viewer to pay for certain programs—radio broadcasting is also licensed by the FCC and radio is as 'free' as television. It is my feeling that any hearing held on Toll TV should also include the subject of Toll Radio. Should one be 'free'—the other paid?"

"The biggest problem that is faced," Kobak concludes, "is that you will have difficulty taking away something that has been free for years."

Affiliates Back CBS In Opposing Toll TV

At their first annual conference, held at the Waldorf-Astoria yesterday, the primary affiliated stations of the CBS Television Network, by a vote of 107 to 2 in a secret ballot, joined with the Columbia Broadcasting System in opposing pay-television.

In their resolution urging CBS "to assume leadership for the preservation of the present American system of free home service," the stations pointed out that "any system which would require the public to pay for programs broadcast over the air would be wholly inconsistent with the history of American broadcasting, would divide the American people by barring programs to those who could not afford them. . ."

Celler Bill Would Make Two-Thirds of Damages Tax Free

From THE DAILY Bureau

WASHINGTON, May 19.—House Judiciary committee chairman Celler (D., N. Y.) announced he will introduce a bill to exclude from Federal income tax two-thirds of the treble damages recovered by persons bringing private anti-trust suits.

The Celler Bill would have the effect of overturning a recent Supreme Court decision involving Goldman Theatres, in which the high court held, at the Internal Revenue Service's request, that the entire amount of treble damages recovered in such suits was taxable.

Lower courts had held in line with the Celler bill that only the actual damages recovered were subject to tax and that the extra amount between actual damages and treble damages was not taxable.

Sees 'Incentive' to Litigation

Celler's sponsorship of the new bill underlines his opposition to other legislation to give courts discretion to award less than treble damages. He argued today that treble damages are awarded now as an incentive to injured persons to undertake the complex, lengthy and expensive law suits. "As an inducement to injured persons or companies to press their own suits against anti-trust violators," he said, "and to insure adequate compensation for the risks and expenses involved, it is desirable to have the two-thirds damages treated as nontaxable income."

Paramount Conclave In 'Frisco Today

HOLLYWOOD, May 19.—Following an executive sales-merchandising meeting at the Paramount studio, George Weltner, Jerome Pickman, Hugh Owen, H. Neal East and Robert J. Rubin will leave by plane for San Francisco tomorrow morning for a branch sales meeting.

Weltner, Pickman and Rubin will return to New York at the weekend.

NT National Meeting Set for Sept. 12-15

HOLLYWOOD, May 19.—National Theatres president Elmer C. Rhoden today set Sept. 12-15 as the dates for the circuit's annual national convention, at which time delegates representing all divisions will deal with a lengthy agenda worked out by division managers at their three-day meeting here, which ended yesterday.

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Amusement Taxes Expensive, Mayors Are Informed Here

Non-property taxes such as the amusement levy or the gross receipts tax are difficult and expensive to comply with, Dr. Luther Gulick, New York City Administrator, told some 600 accredited representatives to the 1955 annual meeting of the United States Conference of Mayors held at the Waldorf Astoria Hotel here yesterday.

"We have most of the major non-property taxes here in New York City," Gulick stated and "we all must sympathize with the enormous burden of paper work which compliance with taxes and other regulations imposes on the average businessman."

Multiplicity Stressed

He said that municipalities now tax everything "from cats to personal incomes, from bicycles to public utilities, from amusement devices to gross receipts." New York City taxes include sales and use tax, gross income tax, utility and conduit company tax, hotel room tax, cigarette tax, motor vehicle use tax, pari-mutuel tax, amusements tax, horse-race admissions tax. "We do not use two other sources important in some cities: income and payroll taxes and liquor sales or license taxes," Gulick said.

The New York City admissions tax of five per cent was enacted on July 1, 1954, and has been hotly contested by local exhibition forces. A Supreme Court ruling early this year forbad New York City from collecting the tax breakage of the amusement tax, but the city appealed the ruling to the Court of Appeals in Albany, on which a decision is currently pending. Also the New York State legislature enacted an amendment to the Enabling Act of 1947, which allows municipalities to enact legislation such as the amusement tax, to give New York City the right to collect the entire tax, including the breakage.

Gulick told the mayor's conference that he "hesitated to criticize the non-property taxes" as such taxation may have adverse effects on the location of commerce and industry, and put to some disadvantage the firms doing business in the taxing city.

Cites Many Disadvantages

"The disadvantages take several forms: they may discourage new firms from locating in the municipality, they may induce existing firms to relocate or expend elsewhere, and they may drive business away from existing firms," the City Administrator said, adding that these charges are most frequently brought by chambers of commerce and various other business groups.

Gulick, is exploring other avenues of possible taxation, said that future local non-property taxes would be most successful in very large cities, and in reasonably isolated cities. "But the more jurisdictions, and the smaller the jurisdictions, that try to use such taxes, the less successful they will be," Gulick stated.

UAC Dividends

OTTAWA, May 19. — United Amusement Corp., Ltd., Montreal, has declared a dividend of 25 cents on Classes A and B stocks, payable June 15 to shareholders of record May 31.

'News' Columnist

Asks What Toll TV Plans To Use For Programming

Questions concerning what subscription television would put on the air if it were given the go-ahead signal by the Federal Communications Commission were suggested by Ben Gross, TV and radio editor of the "New York Daily News," in an article published yesterday.

Insisting that there are "some points which need to be clarified," Gross asked:

"Is it not true that those pay-as-you-see shows would have to be telecast over the channels now used by existing stations? And that being the case, would this not mean that in many communities which have only one TV outlet, the viewers could not tune in on any program during certain periods unless they forked over cash?"

"With some pay telecasters expecting to be on the air from 28 to 35 hours a week," he continued, "one wonders whether they'll be able to acquire or create high quality shows. That is, without taking over from free TV some of its spectaculars, operas, ball games and other sports events. In other words, will they really be able to give us anything not available now?"

Gross concluded: "It's up to the average viewer to decide whether the FCC should give the green light to pay-as-you-see. But before you can reach an intelligent decision you've got to have most, if not all, of the answers."

"Some of the items you see now without cost—big league ball games, World Series, important horse races, operas and even major stars such as Jackie Gleason, Jack Benny, George Gobel, and Martha Raye—might very well land eventually in subscription television." (In an article in the current "Newsweek" magazine, Gleason is quoted as saying that he doesn't think there'll be any other kind of television (but toll TV).)

Two from Columbia

A pair of melodramas highlight Columbia Pictures' release schedule for June. They are "A Prize of Gold" and "5 Against the House."

Starr Warns Solons On Toll TV Stand

SAN FRANCISCO, May 19.—Any legislator who identifies himself with subscription television will be a "dead duck" politically, Alfred Starr, chairman of the executive committee of Theatre Owners of America and co-chairman of the Organization Against Pay-As-You-See TV, declared in a speech yesterday at a meeting of Northern California TOA at the Clift Hotel here.

Discussing fully and frankly the impact of pay TV on motion picture theatres as well as the free TV audience, Starr said that the constituents of the legislator "will never forget nor forgive his brazen attempt to make set owners pay to see their favorite TV programs."

L. S. Hamm Presides

L. S. Hamm, president of Northern California TOA, presided at the meeting which was attended by over 100 exhibitors, labor leaders and press representatives. He introduced the TOA executive who commented on Zenith's latest attempt to influence the Illinois State Legislature for slot machine TV.

Starr also stressed the "absolute necessity" of exhibitors, large and small, to support TOA and its program for obtaining fair and reasonable treatment from distributors.

"Exhibitor support of Exhibitor Film Finance Group also ranks high as a must in the program," the TOA leader stated.

Buys 'Goodwin'

BURBANK, May 19.—The screen rights to John P. Marquand's novel "Melville Goodwin, U. S. A." have been bought by Milton Sperling for a United States Pictures production to be presented by Warner Bros.

Mexico City Faces Strike

Special to THE DAILY

MEXICO CITY, May 19.—The National Cinematographic Industry Workers Union (STIC) has reiterated its ultimatum to all local exhibitors, that unless by July 1 they grant at least a 25 per cent pay hike to members of its section one (theatre attaches), a general strike will be called against them. Notice to that effect was filed, as the labor law demands, with the Federal Board of Conciliation and Arbitration which is endeavoring to peacefully settle the dispute.

Claim Profits Are No Higher

The exhibitors insist that they cannot afford to grant STIC's demand, because, though they are making more money, costs, particularly pay and taxes, are so high that their profits are about what they were five years ago.

STIC has also decided to demand a 25 per cent pay hike of the eight U.S. and the four Mexican picture distributors, but without reiterating the strike threat, set for July 1, too, that it made recently. The trade had speculated as to just how much more pay for its members STIC would demand of the distributors. The Board is also trying to amicably settle this conflict.

Para., Local H-63 In New Contract

The membership of Motion Picture Home Office Employees Union, Local H-63, IATSE, unanimously approved a new contract between the "white collar" local and Paramount Pictures, it was announced here yesterday.

The new pact provides for increases ranging from $3.50 to $7 per week depending upon employee classifications, it was said.

'Angela' Here June 3

"Angela," Steven Pallos production directed by and starring Dennis O'Keefe, with British actress Mara Lane in the feminine lead, will open at the Palace Theatre here on June 3. The film was made on location in Italy.



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People

Larry Lapidus, Massachusetts-New York film buyer for Stanley-Warner Theatres, has resigned to join Frank Damas in the drive-in theatre field in New Jersey.

Harry Worden, for 35 years in the Boston sales department of MGM and for 30 years in the New England sector, has retired from the company. He started in the industry with the old General Film Co. and for a time sold film for Goldwyn Pictures. In 1920 Marcus Loew hired him to sell for him.

James W. Beach, sales manager of Television Station WBKB, Chicago, has been named director of the ABC-TV network's central division.

Marion E. Russell, manager of Eastman Kodak Co.'s color print and processing, will head a U. S. delegation of scientists to a 10-nation meeting of photographic experts in Stockholm, Sweden, in June. He sailed for Europe this week.

George S. Owen has purchased the Dixieland Drive-in at Opp, Ala., from John Young. Owen operates two other theatres in Opp.

Jay Hoffer, formerly promotion manager of WJAR and WJAR-TV in Providence, has joined ABC's advertising, promotion and publicity department in New York.

Philip Schwartz has closed his Parkway Drive-in at Bridgeport, Conn.

West Point to See 'To Hell and Back'

Following reported enthusiastic response to its new CinemaScope, Technicolor production, "To Hell and Back," at a special preview in the Pentagon, Universal-International has arranged to show the film to the six Army commanders of the United States at the U. S. Military Academy, West Point, on Monday.

The film is based on the autobiography of Audie Murphy, most decorated soldier in American history, who plays himself in the screen version of the book.

Shaftel and 2 Others Form New Company

HOLLYWOOD, May 19.—Joseph Shaftel, producer, today announced the formation of Story Properties, Inc., with himself as president, attorney Arthur B. Sachs vice-president and attorney Edward Mosk secretary-treasurer.

The company's first property is the completed film, "No Place to Hide," filmed in the Philippines, with Marsha Hunt and David Brian starred.

In Tele-Census Poll

Toll Televison Proponents Out Front in Los Angeles

From THE DAILY Bureau

LOS ANGELES, May 19.—More than two-thirds of the TV set owners in the Los Angeles area believe that the Federal Communications Commission should approve subscription television, according to the findings of the 13th semi-annual Tele-Census report released here.

Tele-Census director Hal Evry pointed out that the question regarding approval of subscription television was included in the latest Tele-Census survey as a result of current FCC consideration, which began early in February. The Commission had asked for comment on subscription television from all interested parties prior to May 9th for their study. The deadline for such comment was extended to June 9.

Calls Result 'Significant'

"In view of the Commission's exploration of subscription television," Evry said, "it is significant that 67.2 per cent of the survey sample of 2,600 Greater Los Angeles set owners favored FCC approval of subscription television, while only 19.3 per cent thought the Commission should deny approval."

Reported also in the 13th Tele-Census was viewer-opinion on the types of programs for which set owners would be willing to pay a $1 subscriber-fee, on a take it or leave it basis, as addition to regular, free TV programs. Included were 1st quality motion pictures, Broadway stage shows and football games of the viewers' own choice.

For first-run features, 61.6 per cent of the survey sample said that they would be willing to pay a $1 per program; 31.9 per cent would not. If the price of both subscription TV and theatre admission were the same, 59.6 per cent said that they would rather view new pictures at home, in contrast to 18.4 per cent of those surveyed who preferred seeing them in theatres.

Evry noted that viewers who said they would pay for first-rate pictures if they were available on TV had increased 2.3 per cent since a similar Tele-Census report a year ago. He stated that there had been a continuing growth of sentiment favoring pay-as-you-see TV reflected in each Tele-Census since 1950.

Broadway Shows Popular

Los Angeles viewers willing to pay a $1 subscription-fee for TV-delivered Broadway stage shows totaled 61.1 per cent, while 54.7 per cent indicated they would pay for home telecasts of the football games of their choice. Stating that they would not pay for Broadway entertainment were 21.5 per cent, and 32.9 per cent indicated they would not pay for football on TV.

The 13th Tele-Census report is one of a series of impartial surveys which have been conducted since 1949 in cooperation with Los Angeles area colleges as a public service.

NY Labor Council Opposes Toll TV

The Central Trades and Labor Council of Greater New York has gone on record as being strongly oppose to pay-to-see TV and has "urgently requested" every A.F. of L. local union in the New York metropolitan area to write the Federal Communications Commission expressing disapproval of proposed channel allocations to pay-to-see TV.

Granting of such approval, the Council said, "would, in our opinion, be in violation of the Federal Communications Act and contrary to the best interests of the citizens of our great country."

Martin T. Lacey, president of the Central Trades and Labor Council, and secretary-treasurer James C. Quinn, announced their organization had voted to endorse City Council Resolution No. 410, introduced by Council president Abe Stark, opposing coin-box TV.

Poli Sells Worcester House; to Be Razed

HARTFORD, May 19.—As part of its divestiture program, Loew's Poli-New England Theatres, Inc., has sold the 2,300-seat Elm St. Theatre, Worcester, Mass., to real estate investors Bertram and Lena Handleman, who plan to demolish the 42-year-old structure and erect a multi-deck parking garage. Sales price was $152,000.

France Now Has 5,300 Film Houses

WASHINGTON, May 19.—There are now approximately 5,300 motion picture theatres in France, with a seating capacity of about 2,600,000, according to a Commerce Department report.

The report, prepared by film chief Nathan D. Golden, put 1953 attendance at 365,700,000, and attendance during the first nine months of 1954 at 264,400,000, slightly behind the 1953 rate. However, Golden said, final statistics are expected to put 1954 attendance slightly ahead of 1953.

Exhibitors are complaining, Golden declared, about the low admission prices, frozen at their Aug. 31, 1952, level. Theatre owners are pressing for decontrol of prices, he said, adding that while decontrol is not likely, it is expected that the government will allow a price increase.

Loew's State Unveils 52-Foot Monroe Sign

A giant 52-foot sign picturing Marilyn Monroe was unveiled yesterday at Loew's State Theatre here, where Miss Monroe's latest picture, "The Seven-Year Itch," will premiere on June 3. More than 3,000 persons gathered in Times Square at noon to watch TV star Roxanne, who makes her film debut in the picture, unveil the sign. The event was covered by TV, newsreel, newspapers and wire service cameramen.

Hospital

(*Continued from page* 1)

the cost of medical care and treatment of tuberculosis among industry employees and to further advance the work of the hospital's active research laboratories, where a constant search is being made for an anti-tuberculosis vaccine. The campaign augments the annual Will Rogers Hospital Christmas Salutes.

Phone Broadcast on June 7

Following the telephone broadcast of June 7, and working up to the campaign week, the distributor-exhibitor organization in all exchange areas will concentrate on securing pledges of cooperation from theatres throughout the nation. A concerted effort will be made to line-up the highest possible participation among drive-ins and conventional theatres.

Theatres are asked to run a special appeal trailer, and to take up an audience collection on at least one day during the week of Aug. 15, starting preferably with the new-program day. Herman Robbins, vice-president of the Hospital board, is contributing the facilities of National Screen Service in distributing the special appeal trailers.

The telephone broadcast will be heard in the forenoon in the offices of exchange area distributor chairmen, or at places designated by them. The area telephone company will, within the next 10 days, install temporary amplifiers and loud speakers to accommodate the expected large attendance of exhibitors, branch managers, film salesmen and local committees.

All Areas Represented

A complete listing of exchange area distributor chairmen follows:

Albany, R. S. Smith, Warners; Atlanta, George Roscoe, Columbia; Boston, J. G. Moore, Paramount; Buffalo, Ben Felcher, Columbia; Charlotte, Grover Livingston, Warners; Chicago, Harry Goldman, United Artists; Cincinnati, J. S. Ambrose, Warners; Cleveland, David Rosenthal, United Artists; Dallas, Louis Weber, Loew's; Denver, Jack R. Felix, Allied; Des Moines, D. H. Conley, RKO; Detroit, Joseph B. Rosen, Universal; Indianapolis, R. L. Conn, 20th Fox; Jacksonville, Buford Styles, Universal; Kansas City, Harry Hanburg, Paramount; Los Angeles, S. Borde, RKO; Memphis, Nat Wyse, Republic; Milwaukee, J. G. Kemptgen, Loew's; Minneapolis, Ralph W. Maw, Loew's; New Haven, Shepherd Bloom, 24th Fox; New Orleans, C. J. Briant, Loew's; New York, D. A. Levy, Universal; Oklahoma City, Don Tullius, Warners; Omaha, M. M. Rosenblatt, RKO; Philadelphia, Sam E. Diamond, 20th Fox; Pittsburgh, Lawrence Seidelman, Republic; Portland, Wayne Thiriat, Paramount; St. Louis, T. Williamson, RKO; Salt Lake City, Kenneth O. Lloyd, 20th Fox; San Francisco, Mel Klein, Columbia; Seattle, Arthur Greenfield, Universal, and Washington, Phil Isaacs, Paramount.

'Marty' Book Tieup

A nation-wide book promotion in behalf of United Artists' "Marty," winner of the Grand Prize at the Cannes International Film Festival, has been set with Simon & Schuster. The campaign was designated to boom sales of the book and salute the Hecht-Lancaster production with department store, book shop and public library displays in 65 key cities.

McIntyre

(Continued from page 1)

the following comment to the attention of pastors:

"It is suggested that caution be issued to all your people, but particulary to the young, regarding this trend. Promises contained in the pledge of the Legion of Decency should be the subject of a further reminder. Personal and moral danger presented to our youth in these offenses against moral principles, and the real scandal occasioned thereby, are compelling reasons for issuing this warning. Only this past week another feature picture has received condemned classification.

"Obligation to stay away from entertainment that is a danger to one's moral life is binding in conscience. Observance of all promises of the Legion of Decency will be a security to the individual and to the community."

St. Louis Church People Reminded of Pledge

ST. LOUIS, May 19.—A reminder to Catholics of this area of their Legion of Decency pledge which they took six months ago, with the suggestion that this pledge be renewed in this month of May, is featured in this week's "St. Louis Register," official diocesan weekly.

"Currently," says the "Register," "a concerted effort seems under way to flood the entertainment world with pictures that are an outrage to true Christian morality."

Members of the diocese are urged to consult their church or school bulletin boards to check the ratings of current shows, and to be guided by such ratings, by patronizing the best and by remaining away from the theatres showing films in the "condemned" classification.

Toledo Catholics Warned on Films

TOLEDO, May 19.—Catholics in this diocese were warned against patronizing films at six drive-ins in the Northern Ohio area by Bishop George J. Rehring.

The films are "The French Follies" at the Springmill Drive-in near Mansfield, the Fremont Drive-in, and the Lima Drive-in; "Teaserama" and "Varietease" at the Sandusky Drive-in; and "The Moon Is Blue" and "The French Line" at the Miracle Mile Drive-in, Toledo, and "The French Line" at the Jesse James Drive-in, Toledo.

"The movie people must learn that our population is not made up of morons and yokels," said Bishop Rehring. "They must learn that they stand to lose if they choose to be purveyors of the immoral."

Chesapeake Trial Set for Oct. 2

Second trial of Chesapeake Industries' $15,000,000 suit against RKO and Loew's Theatres has been set for Oct. 2. Chesapeake had charged that it was unable to get its Eagle Lion Classics product into RKO and Loew's houses in the New York area. Federal Judge Augustus Hand dismissed the suit in 1954 and the Court of Appeals reversed the decision.

Goldenson Likes Merger

(Continued from page 1)

the related question of whether he supported Allied moves to seek Government redress of alleged trade grievances, moves receiving some endorsement now in TOA circles.

Goldenson stated that in principle he opposed to going to the government, expressing his belief that people within the industry should resolve their various differences among themselves.

Won't Leave TOA

Questioned as to whether he would resign from TOA if that exhibitor organization went along with Allied in seeking government intervention, Goldenson replied in the negative. "I don't think that's a way to resolve problems by resigning," he declared, adding that he was speaking for himself and not "our local people," referring to ABPT affiliates executives, who would have to decide on their course of action.

"They," referring to TOA leaders, he went on, "may not be left with any alternative" but going to the government, mindful of the demise of the proposed industry round-table conference. He declined any comment on the counter-proposals of a number of company presidents to confer on an individual basis with exhibitors, counter-proposals made when they rejected exhibition's invitation for a round-table conference.

In response to another question, as to whether he associated himself with Allied and TOA charges against distribution of "onerous" film rentals, Goldenson replied that a "serious problem" has been created by the "critical nature" of the product shortage. "Terms," he continued, "have gotten quite out of hand."

See Little Progress

(Continued from page 1)

(D., W. Va.), announced today plans for two weeks of hearings, starting June 1, on "mergers and general anti-trust problems," but beyond that doesn't have anything very definite on schedule.

Howard Chernoff, Californian hired by Kilgore as a TV expert to advise the subcommittee on the inquiry, has come to Washington only once or twice since the start of the year, and then only for a few days each time. Subcommittee officials and staff members of Kilgore's office say they have no idea when Chernoff may appear.

Meanwhile, the subcommittee has temporarily shelved — at least until after the June hearings, according to subcommittee officials, house-passed bills to raise the maximum anti-trust fine and to set up a uniform four-year statute of limitations on private treble damage anti-trust suits. The subcommittee's delay on these bills raises question as to whether they can be passed this session.

Poe

(Continued from page 1)

sales and producer representation under the direction of Zorgniotti and Ralph Serpe.

The moves, it was said, were designated to strengthen the representation of Italian pictures in the United States. In his report to the board in Rome, Renato Gualino, president, said that Poe would head the operations of the distributing company.

Bernard Jacon continues as vice-president in charge of sales and Jonas Rosenfield, Jr., as vice-president in charge of advertising, publicity and exploitation.

Poe will continue as a partner with Irving Lesser in Producers Representatives.

Bolt to Head Coast Operations for B & H

CHICAGO, May 19.—The appointment of Arthur H. Bolt as assistant to the vice-president of western operations of Bell & Howell Co., has been announced by Charles H. Percy, president.

Bolt, who has been director of sales since 1951, will make his headquarters in the company's Hollywood offices

WGA Approves

(Continued from page 1)

other two contracts cover work for television subsidiaries of major companies, and with networks for live TV shows.

The new motion picture contract, more than two years in negotiations, sets up new minimum wage levels substantially higher than previous terms, with $350 weekly as a minimum for free-lance writers. Pact is for three years, retroactive to Jan. 6, 1955.

The new motion picture contract gives the guild the right to "cancel contract if any theatrical films produced and released since Aug. 1, 1948, are released for free television."

The term "free television" apparently leaves indefinite the guild's attitude toward toll-television in the event it should become a factor in entertainment.

New officers of WGA, West, elected last night are Edmund Hartman, president; Gomer Cool, vice-president, and Curtis Kenyon, secretary-treasurer.

Daniel Taradash was elected president of the screen writers branch, with James Warner Bellah vice-president and Jesse L. Lasky, Jr., secretary-treasurer.

Wage Law

(Continued from page 1)

position has been for extension of coverage to millions of Americans." However, he added, "how many more millions is the responsibility of Congress to decide. Any practical and sound extension of coverage which the Senate committee decides on will receive my hearty endorsement."

Labor observers were inclined to the view that Mitchell's statement today was still not strong enough to force many Republican Senators to vote for extended coverage.

ARC Wants 2 or 4 More from Corwin

HOLLYWOOD, May 19. — James Nicholson, president of American Releasing Corp., today announced that negotiations are in progress with producer Roger Corwin to deliver two, and if possible four, additional features for distribution by ARC this year. Corwin already had delivered three, two now in release and one pending.

Expect Domestic 'Scope Possibilities Reached by July 15

All domestic sales possibilities for CinemaScope product will have been equipped by mid-July if the installation rate of the past five months is maintained, according to 20th Century-Fox.

The film company disclosed that at the outset of May, more than 13,700 theatres had been equipped, including 11,424 possibilities, in the United States and Canada.

These represented 73 per cent of total possibilities, 20th-Fox said, revealing at the same time that a number of branch areas had not yet reached the two-thirds mark in CinemaScope installations.

Drive-ins Take 967

In the first five months of 1955, installations at all domestic theatres jumped 3,120 from the 1954 year end total of 10,355. Of those past five months' new installations, 2,153 were indoor theatres and 967 drive-ins and included 2,101 of 20th-Fox sales possibilities.

The New York territory, 20th-Fox said, is the first area with every territorial CinemaScope sales possibility (587) equipped, boasting the highest percentage of territorial four-track stereophonic sound installations also. Official reports show that 347 or 47.73 per cent of the total 727 theatres equipped use four-track magnetic stereophonic sound prints. Total New York territorial single-track optical sound installations total 351, with 29 mixers also working in the area, 20th-Fox reports.

Fonda for 4-Hour 'War and Peace'

HOLLYWOOD, May 19.—The De Laurentiis production of "War and Peace" will run four hours, with a mid-picture intermission, Nino De Laurentiis revealed at a press conference today called primarily to announce Henry Fonda as co-star with Audrey Hepburn and Mel Ferrer. Production cost will aggregate $5,000,000, with a seven months shooting schedule, he said, and the film will be made in the English language, to be dubbed later in Italian for distribution in that country.

Paramount, which will distribute the picture everywhere save in Italy, is not co-producer, he said, but will have advanced about 40 per cent of the cost by the time the negative is turned over to that company. Production is privately financed by De Laurentiis, and no players will have participation deals, he declared.

Defer Hillside Trial Here to June 13

Hillside Amusement Co.'s suit charging discrimination in film prices, which was scheduled to start yesterday in the Court of Appeals here, was postponed until June 13. The plaintiff, operating the Mayfair Theatre, Hillside, N. J., seeks the application of the Robinson-Patman Act, which prohibits the discrimination of prices in commodities, to motion pictures.



CLARK GABLE to star in **"THE LAST MAN IN WAGON MOUND"**

A ROARING WESTERN ACTION-SPECTACLE...WITH A TWIST! TAILOR-MADE FOR HE-MAN GABLE!

IN COLOR • IN WIDESCREEN • A RUSS-FIELD CORPORATION PRODUCTION

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 100 NEW YORK, U. S. A., MONDAY, MAY 23, 1955 TEN CENTS

On Meet's Eve

See No 'Bolt' Of Big Circuits On 'Govt. Issue'

S-W's Rosen Tells His Views on TOA, Merger

By MURRAY HOROWITZ

A big-circuit bolt from organized exhibition ranks on the "going-to-the-government" issue appeared very unlikely at the weekend, on the eve of today's joint meeting here of Theatre Owners of America and Allied States Association representatives.

This became apparent as Sam Rosen, executive vice-president of Stanley Warner, said that although he personally opposes government intervention, he would not resign from TOA if it joined Allied in going to the government to correct alleged trade grievances. Another prominent

(*Continued on page* 5)

Joint Conference Won't Stop Senate Probe: Berger

Special to THE DAILY

MINNEAPOLIS, May 22.—There will be a Senate investigation of the industry regardless of the outcome of the joint Allied-Theatre Owners of America sessions in New York this week, Benjamin Berger, president of North-Central Allied, said here prior to leaving for the Eastern conference. Berger declined to predict the outcome of the joint meetings but admitted that he had no hope for a top-level round-table talk with distribution.

Commenting on Al Lichtman's proposal for arbitration of film rentals for low-grossing houses, Berger proposed a breakoff figure from a $50 rental to a $1,000 weekly gross.

Berger countered the Lichtman offer

(*Continued on page* 5)

U-I Ends European Sales Conference

Special to THE DAILY

BARCELONA, May 22.—"Seventy-three cents out of every dollar spent by U-I goes on the screen," Alfred E. Daff, executive vice-president of Universal Pictures and president of its overseas subsidiary, Universal International Films, declared at the con-

(*Continued on page* 4)

Ky. Allied Unit to Be at Board Meet

E. L. Ornstein, of Louisville, Ky., is slated to be on hand for tomorrow's board of directors meeting here of Allied States Association.

He will present the credentials of Kentucky Exhibitors Association, newly formed Allied unit of Kentucky, the 17th in Allied States Association, a step formalizing the recognition of the unit by national Allied.

See 3 Courses Open to Meet Of Allied-TOA

Three courses of action were seen for organized exhibition on the eve of today's joint meeting here between representatives of Theatre Owners of America and Allied States Association, according to a participant at the slated meeting.

They are: TOA joining Allied in pressing for Federal regulation of film rentals; the establishment of a joint TOA-Allied committee to confer on an individual basis with the film companies; adoption of a policy of "non-cooperation" against one or more film companies considered by organized exhibition as "most to blame."

The representative of organized exhibition, who asked to remain anonymous, said that all courses may be adopted, or one, or two, adding that new proposals may be offered at today's meeting at the Sheraton-Astor Hotel.

The proposal to confer with exhibi-

(*Continued on page* 5)

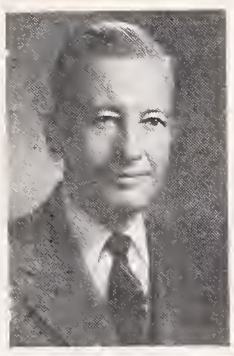
Lauds Administration

JOHNSTON PRAISES PCA AND SHURLOCK

MPAA's President Reiterates Confidence In the Code and Its Value to the Industry

By WILLIAM R. WEAVER

HOLLYWOOD, May 22.—Eric Johnston, president of the Motion Picture Association of America, on Friday stoutly championed the Production Code and its administrator, Geoffrey Shurlock, in a spirited news conference at headquarters of the Association of Motion Picture Producers.



Eric Johnston

Lay and trade reporters present advanced the Legion of Decency's criticism and James Francis Cardinal McIntyre's locally published statement to pastors in the Los Angeles archdiocese for refutation or comment. Although Johnston de-

(*Continued on page* 4)

21-Film Slate Set by Para.

From THE DAILY Bureau

HOLLYWOOD, May 22.—Twenty-one pictures are in various stages of production or will be forthcoming from Paramount, according to Y. Frank Freeman, vice-president in charge of the studio, and Don Hartman, executive producer, who outlined future production plans at the final session of the company's sales and merchandising meeting which closed here at the weekend.

Both Freeman and Hartman stressed that the forthcoming films are planned to maintain Paramount's leadership in high quality production.

"Formula pictures are a thing of the past at Paramount," Freeman said. "The studio proclaims a single goal; to make the finest pictures with the best of everything, so the return will be adequate for our customers and ourselves," he said.

Hartman told the meeting that "Paramount's drive will be to attract

(*Continued on page* 4)

Net of Allied Artists For 39-Week Period Rises to $440,686

From THE DAILY Bureau

HOLLYWOOD, May 22. — Steve Broidy, president of Allied Artists, on Friday announced that the gross income of the company and subsidiaries for 39 weeks ended April 2 was $9,134,458, which compares with $8,290,681 for the same period the previous year. Net profit before Federal income taxes was $684,868, comparing with $585,289 year before. After provision for income tax reserve, net profit was $440,686, compared with $281,289 the year previous.

Approximately $527,000 of newly reported gross was from the sale of old negatives, the announcement stated.

Launch Plans for '56 V.C. Conclave

Preliminary discussions on the preparations to make next year's international convention of the Variety Clubs in New York the "biggest and most fabulous" in its history were held here at the weekend.

George Hoover, international chief

(*Continued on page* 4)

"Love Me or Leave Me"

[M-G-M]
(CinemaScope)

OVERFLOWING with top entertainment values, "Love Me Or Leave Me" offers Doris Day in a fine singing and acting role as Ruth Etting, and reintroduces James Cagney as a Chicago racketeer of the 1920's, who takes over the young singer and her professional career. In CinemaScope and Eastman color, with new songs and old, a top-notch supporting cast, and under Charles Vidor's direction, this Joe Pasternak production is tailor-made for long runs to heavy draws in air-cooled theatres through the coming summer months.

The story traces the swift professional rise of Miss Etting from a dime-a-dance girl to the Ziegfeld Follies and her equally sensational romantic experience with Marty (The Gimp) Snyder—Cagney—as manager and husband, and with her accompanist, Cameron Mitchell, as her faithful and long-denied admirer, in the background. This foundation comes

(*Continued on page* 5)

Personal Mention

CHARLES C. MOSKOWITZ, Loew's, Inc., vice-president and treasurer, returned to New York on Saturday from Miami.

•

ABE OLMAN, in charge of the Robbins, Feist and Miller music companies for Loew's, Inc., has returned to New York from the Coast.

•

WILLIAM E. OSBORNE, Allied Artists assistant export manager, has returned to New York following a tour of the Far Eastern territories.

•

ARTHUR PINCUS, of Loew's International publicity department, left New York yesterday for the Coast.

•

SAMUEL G. ENGEL, producer, left New York over the weekend for Greece.

•

PHIL GERARD, Universal Pictures Eastern publicity manager, is in West Point today from New York.

•

DINO DE LAURENTIIS, Italian producer, left Hollywood for Rome on Friday.

•

FRANK KING, producer, will arrive in New York today from Hollywood.

•

GEORGE SIDNEY, director, has arrived in New York from Hollywood.

•

LOUISE ALLBRITTON has left New York for Europe.

•

STEWART GRANGER left Hollywood by plane on Saturday for Pakistan.

Salesmen-Employer Talks Break Down

Negotiations between the Colosseum of Motion Picture Salesmen and distributors broke down on Friday at 6:30 P.M., following meetings that had been going on between the two groups all week under direction of J. R. Mandelbaum, of the Federal Mediation and Conciliation Service. At the beginning of Friday's session, the Colosseum presented its settlement "package" to the distributors in the hope that its revised demands would lead to an agreement.

The distributors made certain exploratory moves in an effort to bridge the span of disagreement. Their last official offer called for a $4 wage increase and a $120 cutoff, also offered to improve the present union security provision.

The Colosseum settlement "package" consisted of:

- A union shop.
- A $6 per week wage increase.
- An increase in the per diem expense allowance of $1 per day for country salesmen and 50 cents per day for city salesmen.
- A wage minimum of $85.
- Cutoff at $135.

Mandelbaum, mediator in the negotiations, stated that he is prepared to schedule additional meetings at the convenience of the parties concerned.

TV a Baby Sitter In Trailer Park

Special to THE DAILY

PHILADELPHIA, May 22.— At the formal dedication of Penn Valley Terrace, a deluxe trailer site, Jerrold Electronics Corp. utilized a closed circuit TV channel within the park for baby sitting, a permanent feature.

Mounted in a tree near the children's playground, a television camera from Kay labs of California was trained on the youngsters at play. The camera is operated by remote control from the ground and the pictures taken of this unrehearsed show are flashed to mothers busy at home in their trailers. Junior's whereabouts can easily be detected by an occasional glance at Channel 7 on their TV screens.

Phonevision Shows Start in D.C. Today

WASHINGTON, D. C., May 22.— The center of Zenith's campaign for the adoption of subscription television will move here tomorrow when the Chicago firm will open a press demonstration of its Phonevision systems at the Sheraton Park Hotel. On public view for the first time are the instruments necessary for scrambling and unscrambling television pictures and sound, the two basic elements of a subscription service.

During the week, demonstrations of the equipment in operation will be conducted for the benefit of broadcasters who are in Washington for the annual session of the NARTB. According to Dr. Alexander Ellett, vice-president in charge of research for Zenith, and Pieter VanBeek, assistant to Zenith's president on Phonevision and host of the demonstration, other showings will be conducted for interested parties throughout the next four weeks.

McConville, Warner In Stock Deals

WASHINGTON, May 22. — The Securities and Exchange Commission reported the following stock transactions in motion picture companies during April.

Joseph A. McConville, vice-president of Columbia Pictures, sold 1,000 shares of common stock, decreasing his holdings in the company to 3,148 shares; Harry M. Warner, president of Warner Brothers, made gifts of 2,350 shares of common stock to charities, decreasing his direct holdings in the company to 103,500.

May Probe Radio, TV

OTTAWA, May 22.—The Canadian government is considering the appointment of a royal commission to investigate radio and television broadcasting, it was reported. The Commission is expected to begin its investigation in late Summer or early Fall.

Drive-ins' Rentals Seen Key to 20th's '55 Domestic Gross

Film rentals from drive-in theatres will determine whether or not the 1955 domestic gross business of 20th Century-Fox will hit the minimum expectancy of $72,000,000 by the end of September, the film company reported.

Twentieth-Fox is exceptionally confident in reflecting that the spring-summer-fall revenue objective will be attained because of considerably more bookable CinemaScope product and some 10 times more equipped drive-in possibilities than existed at mid-May of 1954.

The drive-in revenue thus far during the first seven weeks of this quarter, as of May 14, as compared with the comparable 1954 quarter, is 78.6 per cent higher, 20th-Fox said. Eight company branches in that time had more than doubled their 1954 accumulated revenue, the distribution company said.

Twentieth Century-Fox also is encouraged by the fact that each successive year has seen the operating season for drive-ins in the north become longer and operators of CinemaScope equipped drive-in theatres have stated that they hope to continue showing films well into December.

However, 20th-Fox says that competition for playing time at equipped drive-in theatres will be considerably keener this year than heretofore as all but one major distribution company will have bookable CinemaScope product for these situations.

A.A. Sales Office Set in Frankfurt

The setting up of a sales office in Frankfurt, Germany, by Allied Artists International was announced by Norton V. Ritchey, president. Succeeding Jack Schumann as AA's special representative in Germany is Walter Agulnik, active in German film circles for many years. Agulnik already is operating from the company's new office, situated in the Europa-Palast building. Negotiations were finalised by William Satori, assistant to Ritchey, now on the last lap of a tour of the European territory and due back in New York early in June.

Ritchey stated that the setting-up of a permanent office in Germany was an "absolute necessity," due to the increasing importance of that market. "The Big Combo," "Cry Vengeance" and "Shotgun" are three current AA films scheduled for early German release, backed by promotion campaigns.

It is understood that negotiations are also under way with a number of American major companies for certain forthcoming AA productions to be released through its German distribution set-ups.

Skouras to Far East

Spyros P. Skouras, president of 20th Century-Fox, will make a business tour of the company's branches throughout the Far East starting in June, according to the company.

UA Foreign Gross Up

With first quarter earnings running "well ahead" of the comparable period of 1954, Arnold M. Picker, United Artists vice-president in charge of foreign distribution, stated here at the weekend that the foreign business of the company would be "about 40 per cent of the anticipated $50,000,000 worldwide gross."



Arnold Picker

Picker, in disclosing that a minimum of some 33 to 36 feature films would be distributed by UA foreign-wise, said that the recent inauguration of a 16mm. program would boost the company's revenue considerably.

The UA overseas distribution chief, reiterated his prediction, initially announced at the UA international sales convention in London early this month, that with the concentration of product brought to UA by independent producers, gains in foreign grosses during 1955 would surpass the progress made in prior years.

To Make 'Test' in Italy

Picker said that UA shortly will send a color negative of "Khyber Rifles" or "Gun Belt" to Italy for print processing by Italian laboratories. "This will be a test situation for us," the film executive stated. "If there is unsatisfactory quality or unsatisfactory delivery of the color prints, I assume that the whole industry would have to reopen negotiations wtih the Italians over this restriction," he said.

Commenting on Latin America, Picker declared that the low admission prices in a number of countries constitute a "major problem" to the industry. He said that theatremen in Latin America were petitioning the local governments to lift the imposed ceilings on box office prices.

Para. Executives Return

George Weltner, head of Paramount worldwide sales; E. K. O'Shea, distribution vice-president; Jerry Pickman, ad-publicity vice-president; Robert J. Rubin, administrative executive, and Sid Blumenstock, advertising manager, will return to New York today from Hollywood where they participated in the week-long sales-merchandising meeting at the studio. Hugh Owen, distribution vice-president, is expected to return later in the week following visits to a number of Western exchanges.

Forms TV Film Group

Sid Caesar and Charles Peck, Jr., have formed a company, Charles K. Peck, Jr., Ltd., to produce a television filmed series about the wartime activities of the Office of Strategic Services with Delbert Mann directing.

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TRAILERS FIRST!

Trailers, First, TV Last in Ad Media Results for Small Situation, N.T. Finds

LOS ANGELES, May 8.—Television advertising isn't effective for all situations; for instance a small theatre 70 miles from the TV station. National Theatres' house organ, "The Showman," reports its research division learned that from Harold Burnett, manager of the Fox Granada, Mt. Vernon, Ill. He used a questionnaire during the run of "Bad Day at Black Rock" to find out if the St. Louis TV campaign on the picture had helped him. He received 842 answers to the question, what form of advertising brought them to the theatre. They were as follows:

Trailers, 312; local newspaper, 224; local radio station, 111; word of mouth, 85; national magazines, 56; other advertising, 33; television, 21.

—MOTION PICTURE DAILY, Monday, May 9th, 1955



NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

TENT TALK

Variety Club News

ATLANTA—The Variety Club of this city, and the Atlanta "Journal-Constitution," co-sponsored an Old Newsboys paper sale here, with all proceeds turned over to the Cerebral Palsy School Clinic. They were aided in this venture by the local chapter of Women of the Motion Picture Industry (WOMPI).

△

ALBANY, N. Y. — The Variety Club of Albany on Sept. 1 will move into its new air-conditioned quarters on the lobby floor of the Hotel Sheraton-Ten Eyck. A three-year lease on part of the Rose Lounge has been signed and remodeling has been started by the hotel. Chief Barker George H. Schenck appointed a house committee consisting of Harry Lamont, Leo Rosen, Jack Goldberg, Lewis A. Sumberg and Eugene Teper to handle the transfer.

△

LONDON—The Variety Club of Great Britain will hold a golf meeting at Coombe Hill on May 26. In the morning the play will be for the C. J. Latts Cup, and on the afternoon there will be foursomes for the Chief Barker's Mugs.

△

TORONTO—Receipts from the one performance by British comedian George Formby at Toronto's big Maple Leaf Gardens are reported to be approximately $17,300, with returns from the Formby shows in five other cities yet to be tabulated. The tour was arranged as a benefit for Variety Village, the school project of Toronto Tent No. 28.

At a luncheon in the Variety clubrooms Formby was presented with a solid gold life membership card, the third such award of the tent. The previous recipients were Danny Kaye, who opened the school for handicapped boys in 1949, and HRH The Duke of Edinburgh.

△

MRS. J. EARL HENNING, president of Women of Variety Club, San Francisco, presented a $1,200 check to George Mitchell, chief barker of Tent No. 32, as its contribution to Variety's Blind Baby Foundation. At that time, she expressed the appreciation of the club membership for the generous response of the industry to its "Chuck Wagon dinner," which was responsible for the financial success achieved.

Legion Rates 4 'B,' Places Two in 'A'

Four pictures have been placed in Class B and two have been rated as Class A in the latest listing of the National Legion of Decency.

In Class B are "The Adventures of Sadie," "Love Me or Leave Me," "Magnificent Matador" and "Outlaw Girl," with the classification of the latter picture applicable only to prints shown in Continental United States.

"The Shrike" has been placed in Class A, Section 2, while in Class A, Section 1 is "Santa Fe Passage."

Johnston Praises PCA

(*Continued from page* 1)

clined to comment on any single criticism from any quarter, he strongly underscored his own and MPA's unchanged confidence in the code and its accomplishments, declaring at one point:

"The Production Code is the most valuable thing we have." Continuing, he said, "The code is a very fine thing for the film industry in our country, and around the world."

Johnston opened the conference with a direct admission that recent criticism of the code's administration was one of the matters that had prompted his present visit, and that it had been high among the topics discussed with studio heads at a dinner meeting he had held with them the night before. He said they had expressed complete confidence in Shurlock's handling of code administration and concurred with him in the opinion that the screen has been "more circumspect and considerate of the family unit" than newspapers, magazines, television, radio or other media.

Stresses 'Family Type'

Johnston said, "We always have been dependent upon the family type of audience; we still are, and will continue to be." He said studios will continue to make pictures based on adult themes, but will not make them in a fashion offensive to the family audience.

When asked bluntly "will MPA or the code make any concession to the Legion of Decency?" he answered. "Geoffrey Shurlock and his staff are doing an excellent job; we do not feel it necessary to make concessions to any group."

At this point it was brought out that there are 13 other major groups reviewing pictures, similarly to the Legion practice, their membership aggregating about forty million. Asked whether they had voiced complaints about current product, he said there had been the usual number, neither more nor less.

Johnston revealed that complaints about violence in pictures had begun to increase last fall, when an "accumulation of pictures with violence in them" began to go into release more or less simultaneously. He said Shurlock had reported this to studio heads and they had agreed to temper the violent type action in response to the indicated trend in public reaction.

Said Johnston, "we do not make trends—we follow them." Asked for comment on specific pictures criticized sharply by the Legion—"French Line," "Son of Sinbad," "Battle Cry," "Kiss Me Deadly" and "Prodigal"—Johnston called on Shurlock to reply, and Shurlock stated their standing with relation to the PCA but made no other comment.

To a question whether MPA member companies who are going to make television films will submit them to PCA for approval, Johnston said no decision on this point has been reached.

Asked whether Howard Hughes has paid a $25,000 fine to MPA for releasing "French Line" without a Code Seal, the MPA president said no, adding that the picture has been cut to earn the Code Seal which it now bears.

Variety Plans

(*Continued from page* 1)

barker, and Ed Emmanuel, international convention director, met with the crew of the New York Variety Club Tent No. 35 at a luncheon meeting in the Lambs Club.

Committees are now being prepared and will be announced shortly. The executive committee of the New York tent has scheduled a meeting for today to further the plans.

'U' to Give 'Boats' Trade Press Push

"Away All Boats," Universal-International's VistaVision and Technicolor film production based on the novel by Kenneth Dodson, which is said to have been budgeted as the most expensive negative in the history of the company, is receiving one of the longest advance trade paper advertising campaigns as part of the overall long range advertising, publicity and promotional plans.

USIA-MPEA in Convertibility Deal

WASHINGTON, May 22. — The U. S. Information Agency has signed a contract with the Motion Picture Export Association guaranteeing the convertibility of up to $334,500 of earnings from 60 films to be sent to Yugoslavia during the coming year. The contract extends a previous convertibility guaranty arrangement on U. S. films going to Yugoslavia.

U-I Sales Meet

(*Continued from page* 1)

cluding session of the U-I 1955 European sales conference here.

Daff contended that U-I was the only company making its pictures with its own people and its own money.

"No plans for production in Europe are contemplated," Daff stated, "but we do have plans to use important European personalities in our feature line-up. First of these is the German star and British Academy Award winner Cornell Borchers who has just finished 'A Time Remembered' with Rock Hudson and George Sanders at the U-I studio."

Fifty-three delegates representing 16 continental offices in addition to the Far East and Latin America were present at the European conference to learn about the U-I production and release plans for the next season. Present from the U.S.A. were Universal Pictures president Milton R. Rackmil, Universal International vice-president and foreign general manager Americo Aboaf, and director of foreign publicity Fortunat Baronat.

Norwegian Groups To Promote 'Mama'

More than 3,000 members of the Norwegian Information Society will read about RKO's re-issue of "I Remember Mama" which the film company is screening for the editors of Norwegian publications and officers of a variety of Norwegian social clubs.

Para. Slate

(*Continued from page* 1)

top creative talents so that the record of hits will continue."

"We plan to do new and exceptional things in a way never done before," Hartman declared. "We will be as selective in choosing production elements as the audience is today in selecting entertainment and we won't make any picture until it looks like it will be the best possible entertainment," he declared.



Don Hartman



Frank Freeman

VistaVision Emphasized

The 21 pictures planned by Paramount are virtually all scheduled for Technicolor as well as in VistaVision. Among them are: "The Ten Commandments," "Anything Goes," "Artists and Models," "The Man Who Knew Too Much," "Too Late, My Love," "Lady Eve," "The Magnificient Devils," "The Mountain," "The Court Jester," "The Red Nichols Story," "Where Men Are Men," "Gunfight at the OK Corral," a Bing Crosby production, "The Sons of Katie Elder," "The Rainmaker," "Desire Under the Elms," "The Loves of Omar Khayyam," "The Captain's Table," "Flamingo Feather," "Route 66, "three major productions by producer-director William Wyler, among them being "The Desperate Hours," and "War and Peace."

Expect 18,000 at 'Roberts' Showings

An estimated turnout of 18,000 is expected to attend the special series of "in-the-theatre" trade showing of "Mister Roberts," being held by Warner Bros. in each of the company's thirty-two exchange centers over the country today. Exhibitors, press, TV and radio representatives will be guests of Warners at these showings.

Showings Country-Wide

Showings will be held in the following theatres over the country: Strand, Albany; Rhodes, Atlanta; Fenway, Boston; Center, Buffalo; Carolina, Charlotte; B & K Century, Chicago; Valley, Cincinnati; Colony, Cleveland; Majestic, Dallas; Ogden, Denver; Des Moines, Des Moines; Fisher, Detroit; Fountain Square, Indianapolis; St. Johns, Jacksonville; Fox Brookside, Kansas City; Fox Boulevard, Los Angeles; Warner, Memphis; Warner Downtown, Milwaukee; State, Minneapolis; Roger Sherman, New Haven; Pitt, New Orleans; R.K.O. 86th St., New York; Midwest, Oklahoma City; Center, Omaha; Commodore, Philadelphia; Schenley, Pittsburgh; 21st Avenue, Portland; Centre, Salt Lake; Alhambra, San Francisco; Egyptian, Seattle; St. Louis, St. Louis, and Ambassador, Washington.

See No 'Bolt'

(Continued from page 1)

TOA leader, Leonard Goldenson, president of American Broadcasting-Paramount Theatres, took a similar position.

The issue of whether to seek Federal redress of alleged trade grievances, already endorsed and initiated by Allied, will be one of the major topics to be discussed at today's joint TOA-Allied meet, set to get under way this morning at the Sheraton Astor Hotel.

See TOA Strengthened

The attitudes of Goldenson and Rosen were seen in trade quarters as strengthening the hands of TOA representatives, led by president E. D. Martin, in their joint meet with Allied. However, the possibility of some revolt in TOA ranks on the issue was not ruled out. But with men such as Goldenson and Rosen rejecting the concept of resignation, a serious defection of prominent exhibitors, paying a good proportion of TOA dues, was remote.

Rosen, in an interview with MOTION PICTURE DAILY, also supported the proposed merger of TOA and Allied. "I am wholly in favor of one large, strong, intelligent, exhibitor organization," he declared.

The merger proposal is expected to be discussed at the board of directors meeting of Allied, which is slated to convene for a two-day session tomorrow at the Waldorf-Astoria. It was considered unlikely that the merger question will be dealt with at today's joint TOA-Allied meet, convened to map a plan of action in the wake of distribution's refusal to join an industry round-table conference.

Won't Resign, Says Rosen

Rosen, asked if he would resign from TOA if that organization came out in favor of government intervention, replied "I'm not the kind of guy who resigns from things because people don't agree with me." Drawing an analogy, he said, if he thought differently, "I'd resign from the United States when the Democrats got elected," explaining that he is a Republican.

The SW executive vice-president, however, voiced his strong objections against moves to seek governmental redress. "I, personally," he began, "don't like government intervention." Generally speaking, he continued, "exhibitors have been hurt more than helped when they did go to the government." He contended that the current shortage of product exists in a large measure because the "great distribution - production organizations have no showcases of their own," referring to the divorcements resulting from the Paramount consent decree.

Rosen acknowledged that a number of exhibitors derived some advantages from divorcement, but, he maintained, "I don't think those advantages great enough to overcome the disadvantages."

'Sit Down Together'

"I believe," he said, turning to another topic, "that buyer and seller should sit down together" and solve their mutual problems as businessmen, "without going to the government."

"The attitude producers and distributors have taken "does not show sufficient industry statesmanship," he continued, referring to the demise of the proposed round-table conference.

"Love Me or Leave Me"

(Continued from page 1)

naturally by its swiftly moving, ever changing, often tuneful developments. It provides easy, or, rather, essential opportunities for Miss Day to sing such proven favorites of 30 years ago as the title tune, "Love Me Or Leave Me," or "Everybody Loves My Baby," "Sam, The Old Accordion Man," "Mean to Me," "It All Depends on You," or new ones like "I'll Never Stop Loving You" and "Never Look Back."

Songs, especially the way Miss Day sings them herein, do not get in the way of this story of a songstress. Moreover, the production numbers devised for them are in great variety, ranging from old-time cafe platforms to the New Amsterdam stage and swank night club floors. A preview audience in a sophisticated midtown New York neighborhood theatre enthusiastically applauded several of the song numbers on their conclusion.

THE script gives Cagney plenty of opportunity to be the tough, bullying racketeer, a role in which he is, perhaps, best remembered. However, much of his offensiveness herein is limited to verbal abuse of others. He slaps Miss Day only once, athough there is a hotel room scene in which his unmistakable intent ends in a blackout and they are Mr. and Mrs. when the camera picks them up again. He puts a couple of non-fatal slugs into Mitchell's back after the latter has bid Miss Day an ardent good night, and he knocks his own bodyguard, Harry Bellevar, down once with a right to the jaw. Otherwise, his assaults are verbally committed, but only slightly less offensive for all of that.

He shares with the audience his disappointment over being unable to collect his "reward" for putting the ambitious, stagestruck Miss Day on the ladder that leads upward. But he subdues his disappointment as the lady's virtue first intrigues him, then ensnares him and, as they go on to bigger and better bookings, makes him her husband.

When he gets her a film contract in Hollywood, where she is reunited with her piano player of the early days in Chicago night spots, the climax nears. His suspicions and recriminations force her to seek a divorce and lead to his shooting of Mitchell, for which he is jailed. A new night club in which Cagney has invested all of his money is threatened with failure. Then, to show her gratitude for whatever help he had given and she had accepted, Miss Day effects Cagney's release on bail and opens at his club as the star attraction. But, obviously, her heart belongs to Mitchell.

The screenplay is by Daniel Fuchs and Isobel Lennart, from a story by Fuchs. Percy Faith arranged and conducted Miss Day's songs, and George Stoll was musical supervisor. Robert Keith as an agent, Tom Tully as a night club owner, and Richard Gaines as a producer contribute good support. The magnetic stereophonic sound employed for the theatre preview was a distinct asset of the presentation.

"Love Me Or Leave Me" measures up to strong selling methods and will please widely varied audiences in large numbers. It is on the adult side of entertainment fare and it is somewhat long, but not unduly so. Its assets dwarf its shortcomings and any exhibitor who doesn't turn a very neat profit with it is in the wrong line of endeavor.

Running time, 122 minutes. Adult classification. Release date, not set.

SHERWIN KANE

Joint Conference

(Continued from page 1)

as "impractical," claiming that only about two per cent of the theatres would receive help under the Lichtman plan. He cited the case of one small South Dakota theatre which recently played a top picture at a 50 per cent rental. "The house grossed $135 on the picture," he said. The film company's share was $67.50 and would therefore be eliminated under the Lichtman plan."

Berger suggested two alternatives to the Lichtman plan. "By Lichtman's own admission," Berger said, "4,500 big city theatres pay from 85 to 90 per cent of the total gross while about 9,000 theatres pay the remaining 10 or 15 per cent. Why not include all the theatres in the latter bracket under an arbitration plan if, as Lichtman says, it is important to keep them in business. Or if that is not practical, why not include all theatres grossing less than $1,000 a week?"

Oregon Anti-Toll TV Group Set Meet

PORTLAND, May 22. — Another meeting of the local anti-toll TV exhibitor group will be held here on June 9, it was announced by Art Adamason and Mark McDougal, Oregon officers of the group.

The meeting was set following a conference of 140 exhibitors here.

Allied-TOA Meet

(Continued from page 1)

tors on an individual basis was made by many of the film companies when they rejected exhibition's joint bid for a round-table industry conference.

The same representative, when asked about TOA-Allied merger proposals, replied that there "first must be courtship before there is a marriage." He said "the marriage," if it does come, will occur after a period of parallel action by both TOA and Allied and after some fruitful experience growing out of such action.

16mm Bell & Howell TV Projector Shown

WASHINGTON, May 22.—A new 16mm motion picture projector for telecasting magnetic as well as optical sound films was introduced at the National Association of Radio & Television Broadcasters Convention here.

Produced by Bell & Howell, it is said to be the first TV projector which need not be electrically locked to the telecast signal.

Called the Bell & Howell 614 CBVM, the new unit is built to meet the exceptionally rigid specifications for sound and picture quality established by the Armed Forces for the JAN (Joint Army-Navy) 16mm sound motion picture projector.

Calls Lichtman's $50 Rental Plan A 'Hush Puppy'

PRINCETON, W. Va., May 22.—The proposal that film rental problems of exhibitors paying up to $50 for film be made arbitrable, which was advanced by Al Lichtman, head of distribution for 20th Century-Fox, is likened to a Southern cook's "hush puppy"—a tidbit tossed to the little dogs to keep them quiet until the table scraps were ready for them—in the current bulletin of West Virginia Allied Theatres Association.

"Mr. Lichtman has thrown us a hush puppy," the bulletin says. "You exhibitors who are paying more than $50 per picture will be happy to know that you are now classified as 'big exhibitors.' It's a nice title but the pay isn't much. Next time you go to the bank to cover a fast check, just tell your banker that you are now a big exhibitor and it won't be necessary for him to carry your fast checks until you get there with the money.

Sees No Hard-and-Fast Rule

"For the enlightenment of Mr. Lichtman we would like to say that a line cannot be drawn at $50 to say that those above the line are doing all right, and those below the line are in trouble. There are probably theatres paying less than $50 that are doing all right. There are surely theatres paying more than $50 that are in trouble.

"The only way to settle the matter," the bulletin concludes, "is to discuss all theatres that are in trouble, whether they are paying $12.50 or $12,500. No hush puppies, please."



Motion Picture Daily Feature Reviews

"The Far Horizons"

(Pine-Thomas—Paramount)
(VistaVision)

THE story of the Lewis and Clark expedition of 1804 and its historic trek from the Missouri River to the Pacific cean, and of the young Indian girl, Sacajawea, who led the way across the vastness of America, has been filmed in VistaVision and color by Technicolor and offers theatre patrons large-scale action against wide, open-space settings. Fred MacMurray portrays Meriwether Lewis convincingly, Charlton Heston is the rugged Indian fighter-soldier, William Clark, and Donna Reed and Barbara Hale appear as the girls in their lives. Outdoor adventure, action and romance are dominant in this production, and shown to good advantage on the wide screen.

After the Louisiana Purchase, Lewis and Clark are assigned to head an expedition into the uncharted territory, across the Rocky Mountains and then beyond to the Pacific. The group encounters first difficulties in its long trek at an Indian village where Miss Reed, who portrays the young Shoshone Indian girl, warns Heston and MacMurray of a forthcoming attack. The ensuing battle scenes are excitingly staged. Afterward there are assorted encounters and adventures, including another Indian battle which appears to be staged with 1955 ingenuity, before the group accomplishes its goal.

This William H. Pine and William C. Thomas production, which was directed by Rudolph Mate from a screenplay by Winston Miller and Edmund H. North from the novel "Sacajawea of the Shoshones" by Della Gould Emmons, gradually develops a love rivalry between MacMurray and Heston for Miss Hale, the girl left behind in Washington prior to the expedition's beginning. However, on the long journey, and the nearness of Miss Reed, Heston falls in love with the young, beautiful Indian girl, much to the chagrin of MacMurray. As the story wends its perilous way, Heston brings Miss Reed to Washington with him, but the young Indian girl decides that she is more suited for the wilderness than society and returns to her people.

A rugged supporting cast headed by William Demarest, Alan Reed, Eduardo Noriega, Larry Pennell and Ralph Moody are also prominently spotted in excellent characterizations.

Running time, 108 minutes. General classification. For release in June.

LESTER DINOFF

"That Lady"

(20th Century-Fox)

A COSTUME picture with medieval backgrounds, "That Lady" strives to bedazzle by sight alone and, in that respect, it succeeds. Although printed by Technicolor, the color appears to be false, drab at times and, in general, poor.

The same, in some respects, is true of the drama and its dialogue content. A medieval drama set in and on Spain (a location picture), this attempts to capture the excitement of poetic romance and court intrigue and violence. But the speech is somewhat stilted, the action insufficient and at times unconvincing. A woman's and perhaps even a children's picture almost completely, this seems to have failed to bring to life, at least for American audiences, what must have been a robust, florid, and possibly torrid story, from the Kate O'Brien novel, and the Katherine Cornell play, "That Lady." This is not to say there are not some virtues: the sets, meaning actual scenes, some of the vistas of mountains and moors, a colorful bull fight, a smidgeon of Flamenco singing, these give some, however slight, feeling of Spain.

The theme certainly promised an overflow of rich entertainment. Phillip II of Spain in the 16th Century is an absolute autocrat and a religious fanatic; also at heart a man desperately insecure, and as it turns out, a repellent hypocrite whose alleged love for the widow—That Lady—of his late prime minister merely is a mask for diseased egotism for which he will torture and murder.

Paul Scofield plays Phillip in the grand manner and with resemblance in style and appearance to Laurence Olivier. As That Lady whom he brings back from mourning exile to Madrid's turbulent warmth, Olivia de Havilland is fervid with desire for romance, and even with one eye (she wears a patch) beautiful, vehement, sincere. She makes the mistake of romance with Gilbert Roland, the king's favorite first minister.

When Phillip hears of this, he frames Roland for murder, jails him and then de Havilland, all with pious genuflection to the law and royal position. The torture and the terms do not break the pair; but they ruin her health, and the closing scenes have Roland away to Italy and safety with de Havilland's son, and her happy death.

Roland plays with bravado, and with a Latin accent oddly at variance with others' British and American. The other assorted players have their subtleties sacrificed to artificial and archaic speeches and scenes by director Terence Young which sometimes amount to carefully staged and obvious tableaux.

The piture is an Atlanta Production by Sy Bartlett and associate producer Ronald Kinnoch.

Running time, 100 minutes. General classification. For release in June.

"Mad at the World"

(Filmakers)

NICELY acted by a cast headed by Frank Lovejoy, Keefe Brasselle and Cathy O'Donnell, "Mad at the World" is another variation of the juvenile delinquency theme. It is a graphic and often poignant story. It adds nothing new to the cinema library on the subject, but taken as straight melodrama it is an effective and generally entertaining addition to the Filmakers release chart of good, modestly-budgeted product.

Brasselle and Miss O'Donnell are seen as a happily married, lower middle class couple whose baby is killed by a bunch of joy-riding young bopsters. The tracking down of the kids is undertaken by detective Lovejoy, but when his methods prove too slow, Brasselle starts a search of the rougher neighborhoods on his own, using methods comparable to those employed by the delinquents. Through a lonely, bop-talking waitress, well played by Karen Sharpe, Brasselle gets himself accepted into the gang responsible for his little boy's death. However, just as he is about to take his revenge, they learn his identity and, except for the timely arrival of the cops, would have incinerated him in a lumber yard fire.

While no particularly convincing reasons are offered for the various delinquencies, the young hoods as played by Stanley Clements, Paul Dubov, James Delagado and Joseph Turkel are convincing in themselves. Lovejoy's search for the reasons why these kids are "mad at the world" thus is not exactly successful. The most effective scene on the subject is an interview which Lovejoy has with a Negro social worker.

Collier Young produced and Harry Essex directed from his own screenplay.

Running time, 71 minutes. Adult classification. For release in May.

"Santa Fe Passage"

(Republic)

ACTION and suspense being the top ingredients which please the outdoor-drama fans, "Santa Fe Passage" should show them the way to an hour and a half of pleasurable viewing. The film treatment of the "Esquire Magazine" story was produced in the impressive Utah country, made more attractive still by the enhancement of Trucolor, adding up to a good, rough-and-ready outdoor drama telling of the adventures involved in getting a wagon through the hostile Indian country. John Payne, Faith Domergue and Rod Cameron perform excellently under the direction of William Witney. Lillie Hayward did the screenplay.

The story focuses on Payne and his comic sidekick, Slim Pickens, Indian scouts who have been ostracized by the white settlers as a result of the massacre of members of a wagon train. The massacre was carried out by a band of Kiowas who double-crossed Payne while he was holding a peace parley with them, and from that time onward Payne hated all Indians, with especial dislike for the Kiowas and their chief.

Shortly afterward Payne and Pickens are hired as scouts by Rod Cameron and pretty Miss Domergue, who are running a load of guns to Mexican insurrectionists at Santa Fe. Tension mounts steadily since the Kiowas dog their trail and "inside" the train a love triangle develops among Payne, Cameron and Miss Domergue, the latter, unknown to Payne, being half Indian. When the jealous Cameron tells Payne the truth, Payne drops the lady, but after several more near-massacres, the scout sees the light.

The picture has more than its share of actionful incident, a scalping and only the lady comes through without taking either a load of buckshot or an arrow. One particularly well-staged scene shows the wagon train, caught in a narrow gulley, overrun in a wild horse stampede. Others in the cast are Irene Tedrow, as Miss Domergue's Indian nurse—finally revealed to be her mother; George Keymas, as the Indian chief, and Leo Gordon, as a traitorous member of Cameron's wagon crew.

Running time, 90 minutes. General classification. For release in May.

New Convention Date For Canadian Units

TORONTO, May 22.—Official announcement has been made by Arch H. Jolley, executive secretary of the several industry organizations in Canada, of a change in the dates for the annual conventions next fall, originally scheduled for the week of Nov. 21.

The revised list starts with the one-day session on Oct. 26, of the Motion Picture Theatres Association of Ontario. Next are the annual gathering on Oct. 31 of the national committee, Motion Picture Exhibitors Associations of Canada, and the convention on Nov. 1 and 2 of the Motion Picture Industry Council of Canada.

New Langston Post

TORONTO, May 22.—A change in personnel has taken place in Odeon Theatres, Ltd., in the resignation of Nicky Langston as manager of the Capitol Theatre, Hamilton, to join Biltmore Theatres, Toronto, where he will supervise the Biltmore and Savoy theatres in the downtown district. Langston is succeeded at the Hamilton unit by Ralph Bartlett, manager for six years of the Odeon Theatre, Sarnia, Ont.

Complete 10, Start 7; 30 Films in Work

HOLLYWOOD, May 22. — The over-all count of pictures in shooting stages slipped three notches to 30 last week on completion of 10 productions and start of seven others.

Started were: "Picnic," CinemaScope, Technicolor (Columbia); "Timetable," Mark Stevens Prods., Superscope (Independent); "The Man Who Knew Too Much," VistaVision, Technicolor (Paramount); "The Vanishing American," (Republic); "Tennessee's Partner," Bogeaus Prods., Superscope, Technicolor, and "Portrait of Alison," (RKO Radio); "Miracle In The Rain," (Warner Bros.).

Completed were: "Night Freight," (Allied Artists); "The Houston Story," and "Last Frontier," CinemaScope, Technicolor, (Columbia); "Artists and Models," Hal Wallis, VistaVision, Technicolor, (Paramount); "The Twinkle in God's Eye," (Republic); "Seven Cities of Gold," CinemaScope, color, (20th Century-Fox); "Fort Yuma," Bel-Air Prods., Technicolor, "The Big Knife," Associates-Aldrich, and "Storm Fear," Theodora Prods. (United Artists); "The Kettles in the Ozarks," (Universal-International).

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 101 NEW YORK, U. S. A., TUESDAY, MAY 24, 1955 TEN CENTS

Ben Berger Says

Small Business Group to Hear Rentals Case

Says EDC to Spotlight 'Plight' to Senators

By LESTER DINOFF

Allied States Association's Emergency Defense Committee will attempt to "spotlight" exhibition's plight with the Senate's Small Business Committee in order to secure relief from high film rentals "by any means," according to chairman Ben Berger, president of North Central Allied.



Ben Berger

Berger, in stating that a number of U. S. Senators were in support of Allied States' government regulation plan for the film industry, declared at the Sheraton Astor Hotel here yesterday that "we want medicine, we want relief."

"A bill is already prepared for in-

(*Continued on page* 5)

RKO 'Holders Told Meet Set for Aug. 3; Atlas Talks Continue

In announcing that a meeting of RKO Pictures stockholders had been scheduled for Aug. 3, James R. Grainger, president, informed the shareholders by letter yesterday that board chairman Howard Hughes and Floyd

(*Continued on page* 5)

FM Broadcasters Shelve TV Proposal

From THE DAILY Bureau

WASHINGTON, May 23. — The FM broadcasters session at the annual convention of the National Association of Radio and Television Broadcasters shelved a resolution that favored subscription broadcasting.

The resolution, offered by Washington station owner Ben Strouse, declared that "it is correct as a matter

(*Continued on page* 4)

Urges FCC to OK 'Prescription' TV

WASHINGTON, May 23.— The proponent of toll TV who wrote to the Federal Communications Commission asking for the approval of "description" television apparently has a cousin. This one, in California, has pleaded with the FCC to put its stamp of approval on "prescription" television.

By Five to One

Toll TV Mail Now Opposes The Medium

Special to THE DAILY

WASHINGTON, May 23. — A spot check of mail coming into the Federal Communications Commission on the question of "to fee or not to fee" television shows that the nays are now leading the ayes.

Until very recently, the pro-fee TV letters considerably outnumbered the antis. But the last three volumes of mail show that the opponents are now

(*Continued on page* 4)

Industry to Honor Albert Warner Today

Over 250 members of the motion picture and amusement industry are expected to attend the testimonial luncheon in honor of Major Albert Warner today at the Hotel Pierre. Adolph Schimel, vice-president and general counsel of Universal Pictures, will preside over the industry luncheon.

Barney Balaban, president of Para-

(*Continued on page* 4)

Loew Seeks Fla. Drive-in

Loew's Theatres has filed an application in New York District Court for permission to acquire a large drive-in theatre outside of Jacksonville, Fla. A hearing on the request has been set for the afternoon of June 2, before Judge Goddard.

The theatre, the Normandy Outdoor Theatre, has a 1,350 car capacity. It would be the second drive-in acquired by Loew's since the Paramount decree freeze on new theatre acquisitions by defendant companies. Loew's recently was allowed to acquire the Twin Drive-in in Chicago.

Justice Department officials in Washington said they were studying the new Loew's applications and did not know whether they would endorse the request or raise objections. Justice told the District Court it had no objections to the acquisition of the Chicago drive-in.

McConnell Rebuke by Rep. Celler Lauded

John T. Cahill, general counsel for Radio Corporation of America, yesterday commended Congressman Emanuel Celler, chairman of the House Judiciary subcommittee, for his condemnation of the conduct of Thomas C. McConnell, Chicago attorney, who has been active in film anti-trust litigation.

McConnell, in a letter to the committee, and read by Congressman Celler today, admitted as unfounded his previous testimony that information from the report of the Attorney General's National Committee to Study the Anti-Trust Laws had been quoted by Cahill on April 30, 1954, in contesting an anti-trust suit Zenith Radio Corp. had filed against RCA.

"This kind of irresponsible conduct

(*Continued on page* 4)

May Be First

Say Exhibition Sets Meet with 20thFoxToday

Joint Allied-TOA Group Plans Strategy in N.Y.

By MURRAY HOROWITZ

The first of what may be a series of conferences on an individual company basis will be inaugurated here today by the joint committee of Theatre Owners of America and Allied States Association, according to unofficial reports in the wake of yesterday's opening session of the joint exhibition committee.



E. D. Martin

The account hinted that the joint committee will meet today with Spyros P. Skouras, president of 20th Century-Fox, and William Gehring, executive assistant general sales manager. Fol-

(*Continued on page* 5)

Allied's Gordon in Study of British Conciliation Method

By PETER BURNUP

LONDON, May 23.—The machinery in existence here for hearing and resolving exhibition's film rental and trade practice complaints was cited by Julius Gordon of Allied States Association of Motion Picture Exhibitors as of great interest during his visit in London.

At a press conference in the Cine-

(*Continued on page* 4)

Lichtman Lauded for Arbitration 'Step'

From THE DAILY Bureau

HOLLYWOOD, May 23.—Support for Al Lichtman's proposal that arbitration be adopted for distributor-exhibitor negotiation where the film rental is $50 or less is tendered by the Southern California Theatre Owners Association in a letter from its

(*Continued on page* 5)

"Mr. Roberts"

[*Leland Hayward—Warner Bros.*]

(CinemaScope)

UNADULTERATED entertainment from its colorful beginning to its just-right ending is Leland Hayward's production for Warner Bros. of the long-run Broadway stage hit, "Mr. Roberts." It is two hours of wonderful fun which should inspire enthusiastic reactions and comments by all who see it, thereby swelling the ranks of the picture's salesmen.

The quality ingredients of which this show has been made were not wasted. Everything costly and fine added to it has been so used as to produce the sought-after, ticket-selling effect, whether it be CinemaScope and WarnerColor, the top talent throughout the cast, the direction by John Ford and Mervyn LeRoy, the writing by Frank Nugent and

(*Continued on page* 4)

Personal Mention

DONALD A. HENDERSON, vice-president and treasurer of 20th Century-Fox, will leave New York for London today via B.O.A.C.

•

ADOLPH WERTHEIMER, executive vice-president of Radiant Manufacturing Corp., has left New York for a trip through Europe and the Middle East.

•

P. L. TAYLOR, owner of the Dixie Theatre, Columbus, Ga., is the father of twin daughters born there last week to MRS. TAYLOR.

•

CHARLES B. MOSS, executive director of the Criterion Theatre, returned here yesterday from England and the Continent.

•

HARRY FELLERMAN, head of the Universal-International special sales division, will leave New York today for Buffalo.

•

A. B. KINZEL, vice-president of Union Carbide and Carbon Co., has left New York with MRS. KINZEL for Europe.

•

MAX E. YOUNGSTEIN, vice-president of United Artists, is scheduled to arrive in Hollywood today from New York.

•

NORMAN GLASSMAN, owner of the Rialto Theatre, Lowell, Mass., has left there for a vacation in Miami.

•

HARRY ALAN TOWERS, British producer, is scheduled to arrive here today from London via B.O.A.C.

•

JAMES VELDE, United Artists Western division manager, will leave New York today for St. Louis.

•

FOSTER M. BLAKE, Universal Pictures Western sales manager, is in Chicago from New York.

Report Exhibitors Hail 'Mr. Roberts'

Uanimous acclaim was reported to have greeted the "in-the-theatre" showings of "Mister Roberts," a Leland Hayward production for Warner Brothers which was held yesterday in the company's 32 exchange centers over the country. An estimated 17,000 to 18,000 exhibitors, press, radio and TV representatives turned out for the screenings.

Copeland Leaves AA; Thomas Head at K.C.

KANSAS CITY, May 23.—Roy M. Copeland, Allied Artists branch manager here for the past three years, has announced his retirement from the film industry following a long career in the sales departments of Paramount and other companies.

Frank Thomas, with the branch for five years, will succeed Copeland in the Allied Artists post.

Rocky Mt. Allied Elects; Hits Disney Sales Policies

Special to THE DAILY

DENVER, May 23.—The Allied Rocky Mountain Independent Theatres directors met, elected officers, and passed a resolution condemning the sales policies of Buena Vista. The resolution, unanimously passed, reads:

"Be it resolved that the board of directors protest (a) the sales policies of Buena Vista Distributing Co. which prevent small town exhibitors from profitably playing Walt Disney Productions, and thereby denying a large segment of the public from seeing desirable films; (b) the indifference and inadequacy of the sales force representing such important pictures, and (c) furthering the misconception of distribution, in general, that class entertainment in a comparatively few theatres is healthier for the motion picture industry than mass entertainment available in all theatres.

Officers named were: National director, Neil Beezley; president, James Peterson; vice-president, Tom Smiley; secretary, Fred Hall; treasurer, Gus Ibold, and general manager, J. H. Ashby.

An advisory committee that will consider intra-organization problems, was named and consists of Beezley, Smiley, J. K. Powell, Robert Kehr and C. L. McLaughlin.

'Sinbad' to Open in 11 L.A. Area Houses

Howard Hughes' "Son of Sinbad," which will have its world premiere at the Fox Theatre, St. Louis, on May 31, will open in 11 situations in the Los Angeles area on June 1, it was announced yesterday. The Superscope-Technicolor production will play in Warner's Downtown Theatre, Los Angeles; Warner's Wiltern, Los Angeles; the Hawaii, Hollywood; Olympic, Westwood; Century, Inglewood; Compton, Compton; Whittier, Whittier; Vineland and El Monte, Puente; Pickwick, Burbank, and the Laurel, San Fernando. The last eight theatres are drive-ins.

'U' Promotion Men To Field for 'Earth'

Universal-International has set its initial plans for the special field exploitation coverage of "This Island Earth," with 14 field exploitation men being assigned to cover 29 key cities.

More than 900 theatres are scheduled to play "This Island Earth" during the 30-day period starting June 15 and they are being listed in two-page color advertisements to appear in the June 28 issue of "Look," on the stands June 14, and the June 24 issue of "Collier's" on the stands June 9.

Mrs. N. J. Lawler Dies

HARTFORD, May 23.—Mrs. N. J. Lawler, widow of the pioneer New England theatre owner, is dead at Greenfield, Mass. Survivors include a son, Carroll J. Lawler, former general manager of the Hartford Theatres Circuit.

Code Seal Enough, Ohio Showmen Told

COLUMBUS, O., May 23.—Ohio exhibitors were advised by Robert Wile, secretary of the Independent Theatre Owners of Ohio, to play all pictures which have the Production Code seal even though some of them may be condemned by the Legion of Decency. His statement, caused by the "C" rating given Howard Hughes' "Son of Sinbad," followed an announcement by Catholic Bishop George J. Rehring of Toledo calling for a boycott of theatres which show films condemned by the Legion of Decency.

"There must be a point beyond which any theatre owner must decide that he will not bow to pressure groups," said Wile. "If a picture has the Production Code seal and you refuse to show it because it is condemned you are saying in effect, 'Let's forget about the Production Code and use the Legion of Decency ratings.' A rating by a group of people, who may have valid reasons in their own minds for condemning a picture, should apply to that group alone. We recommend using the line for such pictures, 'This picture has the seal of approval of the Production Code authority.'"

Dr. W. L. Wolfson, 66; Mitchell's Brother

Funeral services for Dr. William L. Wolfson, surgeon and gynecologist and brother of Mitchell Wolfson, president of Wometco Theatres of Florida, will be held at Riverside Chapel, Ocean Parkway and Prospect Park, Brooklyn, at 10 a.m. today.

Dr. Wolfson, 66, died on Saturday of a heart attack. He is also survived by his wife, Gertrude; two sons, Richard F. and Maj. William Q. Wolfson, an eye specialist serving with the Army Medical Corps in Germany; another brother, O. Philip, and a sister, Mrs. Zenia Meyer.

Skeets Gallagher Dead

HOLLYWOOD, May 23.—Richard S. "Skeets" Gallagher, prominently identified with the industry here in many roles since 1929, died yesterday in St. Johns Hospital, Santa Monica, following a short illness. He is survived by his wife, the former actress Pauline Mason, whom he married in 1929; a son, Duke; a daughter, Pamela and two sisters.

Mrs. Mayer Rites Today

HOLLYWOOD, May 23.—Services will be held here tomorrow for Mrs. Margaret Mayer, former wife of Louis B. Mayer and mother of Mrs. Edith Goetz and Mrs. Irene Selznick, who died here Saturday of pneumonia. Interment will take place in Hillside Mausoleum.

Leyser Dies on Coast

HOLLYWOOD, May 23.—Funeral services will be held on Wednesday at Glen Haven Memorial Park for Billy Leyser, 67, veteran publicist, who died here Sunday.

News Roundup

RKO-Cleveland Signs State

RKO Radio in Cleveland has joined four other exchanges in turning its shipping over to State Films. All employes are to be retained by State Film including shippers Tom Roberts and Harry Lyman and five inspectresses. Other companies using State Film service are United Artists, Republic, Buena Vista and IFE.

■

Harris Retains Theatre

Marvin Harris still owns and operates the Avalon Theatre, Toledo. Deal with Sher Brothers of Columbus to buy it for an art house, as previously announced, failed to materialize. Marvin, in addition to operating his Avalon and Lyric theatres in Toledo and the Swanton in Swanton, has resumed management of the Paramount Theatre, owned by Jack Armstrong, which he managed before acquiring theatres of his own.

■

'Hopalongs' to Carroll

Carroll L. Puciato, president of Carroll Pictures, has completed negotiations whereby Carroll Pictures will reissue 12 'Hopalong Cassidy' features that were first released by United Artists

■

Opposes Pay TV

Canadian Broadcasting Corp. does not favor pay-as-you-see television for Canada. This information was given to the Parliamentary Committee on Broadcasting.

NEW YORK THEATRES

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Rockefeller Center
"INTERRUPTED MELODY"
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Glenn FORD • Eleanor PARKER
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

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People

George Nichols, for the past six years a member of the MGM studio publicity department, will henceforth function as a special representative of **Howard Dietz,** vice-president in charge of promotion for Loew's, Inc. Nichols has been assigned to three forthcoming MGM pictures: "The Last Hunt," "Somebody Up There Likes Me" and "Something of Value."

□

Arthur Stein, who has been with the Levine-Yanofsky circuit of Massachusetts since 1948, has been promoted to district manager, handling the four drive-ins in the circuit. In 1951, he opened the Round Hill Drive-in, Springfield. In his new post he will handle this theatre and the Sundown, Westfield; the Nashoba, Boxboro, and the Hadley, Hadley, all drive-ins in Massachusetts.

□

Miss M. G. Latimer has been appointed secretary-treasurer of the Motion Picture Centre, Ltd., of Toronto.

□

George Roberts, treasurer of the Rifkin circuit in Boston, has been installed as first vice-president of the Greater Boston Council of B'nai B'rith.

□

Henry M. Walker, Jr., operator of the Riverside drive-in in Aberdeen, O., has formed a corporation to construct and operate the Park Drive-in near Maysville, Ky.

□

Mason Shaw, Saratoga Theatre, Saratoga, Calif., recently purchased the Towne Theatre, San Jose, from **Barney Gurnette** and **Al Sanford.**

□

Manie Sacks, executive vice-president of the Radio Corp. of America, has been appointed entertainment chairman of Deborah's sixth annual humanitarian award dinner to be held on Sunday, June 12, at the Bellevue-Stratford Hotel, Philadelphia.

□

Lou Levith, manager of Schine's Granada in Buffalo, has been elected president of the newly organized North Main Street Business Association.

$113,000 Teaser Ad Drive for 'Stranger'

A $113,000 advance newspaper advertising campaign heralding United Artists' "Not As A Stranger" with 450 big-space displays blanketing each of the 75 newspapers published in the 32 exchange cities gets under way this week, it was announced by Francis M. Winikus, national director of advertising, publicity and exploitation for UA.

The ad program, which is independent of late co-op insertions that will additionally spotlight the Stanley Kramer screen version of the novel, will plug "Not As A Stranger" to the readers of the 75 participating papers via a series of six 300-line teaser ads.

According to Marcus

No Formal Proposal Yet For TOA-Allied Merger

Even though the Allied States Association and Theatre Owners of America are "seeing eye-to-eye" and have had a "meeting of the minds" on many industry problems, an official proposal for a merger of both exhibitor groups has not been presented thus far, according to Ben Marcus, former president of national Allied, and Ben Berger, president of North Central Allied.



Ben Marcus

Marcus, a member of the board of directors of Allied, stated here yesterday at the Hotel Sheraton Astor that despite such talks of a merger, "there has not been a formal proposal."

Reticent to discuss the "hot" topic, Marcus declared that the TOA-Allied merger subject is not and will not be a topic of discussion at the joint meeting of exhibition committees or the national Allied board meeting at the Waldorf-Astoria Hotel here today and tomorrow.

Berger, when asked about the proposed merger of the two exhibitor organizations, stated that "in numbers there is strength. A merger of both TOA and Allied States is an eventuality as both organizations are now seeing eye-to-eye on many pertinent problems. We've had a meeting of the minds as evidenced by the meeting taking place today."

The North Central Allied leader declared that he was personally in favor of one national exhibition group because of its "united front."

Both Berger and Marcus would not discuss a statement by Walter Reade, Jr., chairman of the board of directors of TOA, who said last week that there is a "strong possibility" of a merger with Allied States Association and that "exploratory talks between both exhibition groups concerning the merger have already taken place."

Winthrop, Mass., Bans 'Blackboard'

BOSTON, May 23. — Although "The Blackboard Jungle" was booked into the Winthrop, Mass., Theatre, a Snider circuit house, for Friday and Saturday and had been extensively advertised for the weekend showing, the Board of Selectmen of the town refused to grant the theatre a license to show the film.

Officials of the circuit asked for and received an opportunity to address the three-man board at a special meeting Thursday. Larry Herman, general manager of the circuit, and his attorney, Meyer Israel, argued that the film had a PCA seal, is rated in Class "B" and has played in all the surrounding towns and cities, including drive-ins. The board stated that it had received calls from parents who objected to the showing of the film, particularly on a Friday and Saturday because it might have a detrimental effect on juveniles.

Substitution Made

The board also stated that it was told that last Sunday the Rev. William C. Bruckhart urged parishioners of the St. John Evangelist Catholic Church not to see the film or to let their children see it. The Snider circuit substituted "The Wild One" and "The Far Country" as the weekend program. It is undecided whether any further legal action will be taken on the decision of the board, although attorneys for M-G-M are looking into the matter.

97 'Matador' Dates

Edward L. Alperson's "The Magnificent Matador" in CinemaScope, which opens today at New York's Astor Theatre, will have 97 first domestic and Canadian engagements by the end of June, it was announced by 20th Century-Fox, distributors of the film.

20th Lists 6 for Summer Release

Six CinemaScope productions have been scheduled by 20th Century-Fox as the company's contribution to New York City's "Summer Festival," extending from June 21 to Labor Day.

Leading into the Festival will be the Charles K. Feldman Group Production of "The Seven Year Itch," which will have its premiere at Loew's State on June 3.

Other summer releases are:

"House of Bamboo," shot in Tokyo, produced by Buddy Adler and directed by Samuel Fuller; "How To Be Very, Very Popular," farce comedy directed and produced by Nunnally Johnson; "The Virgin Queen," (formerly "Sir Walter Raleigh"), directed by Henry Koster and produced by Charles Brackett; "The Left Hand of God," directed by Edward Dmytryk and produced by Buddy Adler, and "Love Is a Many Splendored Thing," based on the novel by Han Suyin, directed by Henry King and produced by Buddy Adler.

German Product Being Offered Here

Exhibitors, particularly in the specialized situations, now have a new source of product in the revived German film industry, Munio Podhorzer, president of United German Film Enterprises, Inc., stated.

Podhorzer, whose company represents German producers and exporters in the United States, urged American theatremen to give the new German films a chance to re-establish themselves with the public.

The industry in Germany has made tremendous strides and UGFE now is in a position to negotiate for product with a very definite boxoffice potential for practically any type of situation, he said.

As Vote Looms

'Burlesque' Films Hurting O. Censor Case

Special to THE DAILY

COLUMBUS, O., May 23.—Showing of "burlesque pictures" in several Northern Ohio drive-ins has been jeopardizing the cause of anti-film censorship as a crucial vote on censorship bills looms. House of Representatives is expected to vote soon on two censorship measures recommended by the Judiciary committee.

Senator Charles A. Mosher, Republican, Oberlin, leader in the anti-censorship fight in the Ohio Senate, declared that he will drop his repeal measure and support the House proposals unless such pictures cease to be shown in Ohio.

Agreement Reached, Says Wile

Robert Wile, secretary of the Independent Theatre Owners of Ohio, said agreement has been obtained from several distributors of these pictures not to take future bookings for Ohio drive-ins and other theatres. Those who have agreed to drop such bookings include Jack Safer, Harold Hoffert, Archie Rose and the Times Film Corporation. The features in question include "The French Follies," "One Summer of Happiness" and others.

"The French Follies" was cancelled by the Blue Sky drive-in, Wadsworth, following complaints to Mayor Don Merriman by the Wadsworth Ministerial Association and school leaders.

Gov. Frank Lausche, in a letter to the Catholic Chronicle, Toledo, said that he will do "everything possible to get a new movie censorship law."

Calls Them 'Forerunner'

He denounced "indecent" films and warned they are "only a mild forerunner of what can be expected unless a stronger censorship law is enacted." He said it is "folly" to expect that the movie industry will censor itself. He said movies will become more and more "a morally disintegrating influence upon youth" unless they are curbed by law.

Kaplowitz Named SW Buyer in N.H.

Harry Kaplowitz is the new film buyer for Stanley Warner Theatres in the New Haven zone. He succeeds Larry Lapidus, who resigned to join the Frank Damis drive-in chain of New Jersey, effective yesterday. Lapidus was honored at a farewell dinner in New Haven last week.

Son of Jules Lapidus, Eastern division sales manager for Warner Brothers, he served in the former Warner circuit home offices before moving to Albany as short subject booker in 1949. Lapidus succeeded Max Friedman as upstate buyer for Warner houses, remaining with Stanley Warner in the same capacity. He shifted to New Haven in 1953, but continued to book the Albany district—Albany, Troy and Utica.

Kaplowitz, who had been employed in the Philadelphia zone offices of Stanley Warner, is buying-booking for the same territory served by Lapidus.

Mexican Players In New Demands On the Producers

Special to THE DAILY

MEXICO CITY, May 23.—The producers are now involved in labor trouble along with the exhibitors and distributors who face a strike on July 1 unless they grant the 25 per cent wage increase that the National Cinematographic Industry Workers Union (STIC) demands.

The producers face wage increase demands, and more, by the players and the technical and manual workers, members of the Picture Production Workers Union (STPC). The players want a 50 per cent pay hike; the elevation of first roles to co-star status; abolition of "quickies" (pictures produced in two weeks each); the life of every picture to be a minimum of six years with all players to draw a royalty, the amounts of which will be mutually agreed upon, from every picture in which they play, and the producers to donate $80 a month to the support of the Cinematographic Institute.

The players have given the producers until July 31 to decide upon their demands.

The technical and manual workers want a 25 per cent pay hike and a 40-hour week, with extra remunerations for overtime. Neither they nor the players have, as yet, heartened a strike.

Kaye to Luncheon for U.N. Children's Fund

LONDON, May 23.—Danny Kaye, here for a vaudeville booking at the London Palladium, will be a guest of honor at a Variety Club luncheon at the Dorchester Hotel on June 7. He will there receive from the United Nations' Association a cheque for £150,000 for him to present to the United Nations' Children's Fund.

The ceremony will mark the culmination of the 40,000 mile tour of the Far East undertaken by Kaye last year on behalf of the United Nations to observe conditions of children living in undeveloped areas.

Variety Club of Great Britain has in five years donated £120,000 to sick and needy British youngsters.

SW Newark Zone Winners Announced

George Kemp, manager of Montauk Theatre in Passaic, was awarded a $100 bond for the best series of promotions during the first month of the "Spring Movie Festival," it was announced by Charles A. Smakwitz, zone manager for Stanley Warner in New Jersey.

Second prize, a $50 bond, was won by Diane Gordon of the Central Theatre, Jersey City. Adolph Finkelstein, manager of the Embassy, Orange, received third place honors and a $25 bond.



"Mr. Roberts"

(*Continued from page* 1)

Joshua Logan, the sound, music—anything and everything about it—all fit functionally and delightfully into a whole pattern for a thoroughly satisfying attraction of superior worth.

Henry Fonda, who played the Roberts role for so many months on Broadway, herein equals, if he does not surpass, the best performance he gave to the role on stage. In fact, for the benefit of those interested in such opinions, this reviewer found the picture superior to the hit stage play, and cleaner, too. The latter is not to imply that the picture has falsely gilded the U. S. Navy and represented all of its seamen as model young gentlemen of impeccable behavior and thinking. The picture retains, in fact, many of the broad situations and explicit dialogue of the original Thomas Heggen novel, on which the Hayward stage play was based. So many, in fact, that it is not improbable that youngsters will find quite a bit of it over their heads, and that there may be some elders who may take mild offense at this or that, here and there.

But the fact remains that what is said and done is performed by experts and is wholly in the spirit of fun-making. There must be very few for whom it will fail to provide a very good time.

ADDING their own expert performances to Fonda's are such marquee names as James Cagney, as the dour, ambitious captain of the Navy supply ship destined to ride out the war in the backwaters of the South Pacific with its bored and frustrated officers and men; William Powell, as the ship's doctor, aligned with the junior officers and crew against the captain; Jack Lemmon, as the girl-chasing ensign who runs the ship's laundry from his bunk; Betsy Palmer as a Wave lieutenant; Ward Bond as chief petty officer and Phil Carey as a member of the crew.

The story assumes dramatic turns in the personal animosity existing between Fonda, who wants to be transferred to combat duty, and Cagney, who disapproves the requests because through Fonda's influence with the crew he hopes to attain a record for his ship that will earn him a promotion to commander.

Meanwhile, as the feud between the captain and his lieutenant rages, incidents aboard ship make for continuous hilarity for audiences. There is the discovery by a binoculars polishing detail that nurses have arrived at the hospital on the nearby island; there are Ensign Pulver's plans for a conquest when a detail of nurses visits the ship; the making of a bottle of "scotch" to further their entertainment; the disappearance of the captain's prized potted palm in a V-E Day celebration; the sudsy aftermath of the explosion of Pulver's home-made firecracker in the ship's laundry in the same celebration, and the aftermath of the crew's first shore leave in over a year. These and many others, laughingly conceived and wonderfully executed, make for some of the best film comedy this season.

The serious dramatic thread comes to the fore as the captain discovers that Fonda, through a bribe of a bottle of whisky, succeeded in having the ship transferred to a "liberty port" in order to get shore leave for the long-overdue crew. In retaliation, the captain exacts a promise of unquestioning obedience from Fonda and a promise to cease requesting transfer to combat duty. Fonda's altered position costs him the crew's confidence for a time but when they discover the true explanation of his severe attitude toward them, in appreciation, they forge the captain's signature to a letter requesting transfer for Fonda. He realizes his desire for combat duty, at last.

Franz Waxman's music and the sound by Earl N. Crain, Sr., add effectively to the entertainment values. In fact, everything about this grand entertainment is awfully close to as good as a film can get. Sell it well and it will repay you magnificently. Satisfied customers will be keeping the seats dusted for you long after you first spell out "Mr. Roberts" on your marquee.

Running time, 123 minutes. General classification. Release date, not set.

SHERWIN KANE

McConnell Rebuke

(*Continued from page* 1)

is typical of McConnell's tactics," Cahill said. "It is high time that McConnell was reprimanded and called to account for his misleading statements so appropriately described by Congressman Celler as deserving of 'condign criticism for his thus misleading this Committee'."

Cahill cited Congressman Celler's statement from today's stenographic transcript which read as follows: "I had admonished Mr. McConnell at the outset of his testimony that this Committee would not be used as any kind of a forum to advance the cause that he was seeking to advance in any litigation in his capacity as attorney for the Zenith Corporation."

Cahill said that contrary to McConnell's statement, he had quoted a report of the American Bar Association Committee on Practice and Procedure and not a report of the Attorney General's Committee, as falsely charged by McConnell.

Honor for Warner

(*Continued from page* 1)

mount, will make the presentation of a hand-made silver bound Bible to Major Warner and will introduce him to the luncheon gathering.

A highlight of the event will be an address by Avraham Harman, Consul-General of Israel in New York.

Some few members of the division's steering committee who will attend include Balaban, Robert S. Benjamin, Jack Cohn, Herman Robbins, Samuel Rosen, Samuel Schneider and Spyros P. Skouras.

'Stranger' Midwest Premiere June 29

"Not As A Stranger," Stanley Kramer's motion picture production of the Morton Thompson novel, will have its Midwest premiere at the United Artists Theatre in Chicago on June 29, concurrent with the film's benefit world premiere at the Stanley Warner in Beverly Hills, Cal.

Gordon

(*Continued from page* 1)

matograph Exhibitors Association offices, Gordon described himself as a goodwill ambassador from his Association. His mission, he said, is to explore the possibilities of closer liaison between Allied States and C.E.A. and to note the trade problems of British exhibitors and the methods employed in solving them.

Faced as the American exhibitor is by the rising graph in rentals he was particularly concerned with the machinery of the joint CEA-Kinematograph Renters Society committee to which any exhibitor with the full force of CEA behind him can take his rental grievances. Gordon felt that machinery of that sort is precisely what the American theatreman is looking for.

The Allied States' secretary blamed the system of competitive bidding in the U. S. for the higher rentals there. That situation, together with the longer playing time now demanded and the notorious product shortage, was killing the exhibitor's goose. Gordon felt that if distributors in the U. S. continued to refuse to meet exhibitors on the rental problem the latter may be forced to resort to Federal legislation. That was a move which no man wanted; and that was why he—Gordon—was so concerned with the CEA-KRS machinery.

Says U. S. Needs 'Education'

Inevitably, the ancient bugbear of an American market for British films came under review at the Gordon discussion. He assured his newspaper questioners that the failure of British pictures in the States had not been for the lack of trying by exhibitors there. The one thing he and his brother theatremen wanted desperately was more and more product. So why should an American deliberately shut the door on new product? But he had tried British product himself and failed dismally therein. He said his own audiences liked their whiskey raw. Asking them to see British films was like inviting them to take "Scotch." "You'll have to educate them to British films," said Gordon. "And that's a job for your own promotional people."

Gordon attended the half-yearly meeting of CEA's London branch and was the branch's guest afterwards at luncheon.

He travels to Paris to sit in at the European conference of exhibitors there on Wednesday. Thereafter, he plans a two or three weeks' holiday before returning to America.

FM Broadcasters

(*Continued from page* 1)

of law, principle and public interest for a broadcast licensee to make a direct charge to a listener for a service rendered by the broadcaster over his licensed frequency."

The meeting killed the resolution for the time being by deciding to send it to the FM radio board for further study.

Anti-Toll-TV

(*Continued from page* 1)

out-writing the proponents by about five to one.

To date, the commission has bound 37 volumes of fee-TV letters. With an average of 500-600 in each volume, the total number of letters received hits about 20,000.

Rentals Case

(Continued from page 1)

troduction in the U. S. Senate pointing up exhibition's plight," Berger stated. The North Central Allied leader was unclear in stating when the proposed legislation would be introduced in Congress, saying that bill might possibly get consideration in the current session.

'Nothing New,' He Says

"There is nothing new in having the government regulate film rentals," Berger stated, "because it is now done in a number of other countries." He said that film prices are regulated by government in Norway and other Scandinavian countries, to name a few.

Berger indicated that he did not care how relief from the high film rentals is secured for exhibitors, intimating that once the proposed legislation is aired for the public, distribution companies would be shamed into alleviating a number of exhibition problems.

"The high film rentals now being asked and gotten by distribution is driving many small theatre owners out of business," Berger said. "The distributors are taking motion picture entertainment away from the public," he said. Berger cited the case of South St. Paul, a community of 10,000, which for the first time in its history is without motion picture entertainment because, he said, the theatre has been driven out of business by high film rentals.

Queried on Allied Link

Berger, when questioned about TOA joining up with Allied in the latter's plan for Federal regulation of the industry, stated that "it looks pretty good."

RKO Stockholders

(Continued from page 1)

B. Odlum, president of Atlas Corp., were continuing their discussions on "possible plans" for RKO's future. Atlas is the largest stockholder outside of Hughes. The meeting will be in Dover, Del.

The Aug. 3 meeting was called for the purpose of electing directors and transacting such business as may come before the stockholders, Grainger said, adding that "in case there are developments prior to the meeting which involve bringing before the meeting matters of importance other than the election of directors, stockholders will be promptly and fully advised by supplemental notice."

Commenting on the current Hughes-Odlum discussions, Grainger said "your management is in no position at the present time to advise stockholders as to when they will be concluded or as to their outcome."

Lichtman Lauded

(Continued from page 1)

chairman, Harry C. Arthur, Jr., to Lichtman, reading in part:

"At a board meeting in the offices of our association, a motion was made, seconded and unanimously carried, expressing commendation to you for your step in the right direction in advocating the arbitration of rentals where $50 per picture or less. We are deeply appreciative of your consideration and sincerely feel that this is a good beginning and one that, if adopted by all the film companies, will be of material assistance in quieting some of the unrest in our industry."

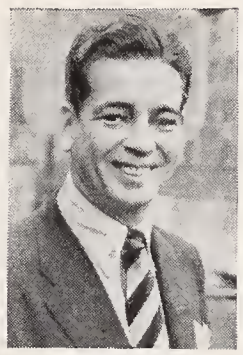
Television--Radio

with Pinky Herman

CREDIT WABD with having copped a distinct beat over the nets with its quick decision to televise the "How to Invest Show" which opens tonight at the 71st Infantry Armory under the auspices of Merrill Lynch, Pierce, Fenner & Beane in cooperation with American Gas & El. Co., American Iron & Steel Ind., General Electric, General Foods, General Motors, International Business Mach., Manufacturing Chemists and N. Y. Telephone Co. The video team, under the supervision of program director David Lowe, includes producer Wes Kenney and director Arnee Nocks with Louis Engel, narrator. . . . Pyramid Productions' "The Big Story," telecast Fridays, has been renewed by Pall Mall NBCigs for an additional 26 weeks starting Sept. 9. . . . TV producer Joe Santley has resigned from NBC to become producer-director for Screen Gems' new telefilm series starring Patti Page, the Page Five Singers and Joe Resiman's ork. The 104 fifteen-minute episodes will be filmed in New York. . . . Three years ago when Jerry Strong collapsed due to overwork, his wife Jimma took over his WMAL (Washington, D. C.) platter-chatter chores and upon his recovery remained as the distaffer on the "Mr. & Mrs. Act," and today Jerry & Jimma Strong are that way indeed in the Capitol's rating.

☆ ☆ ☆

Bill Nimmo, Cincinnati's gift to TV, who's been Pabst Blue Ribbon's host between rounds at the Wednesnite fights CBSeen for the past three years, will continue that role when this popular series moves to ABC-TV June 1. Bill has come a long way since his deejay days at WLW. . . . National Telefilm Associates has acquired U. S. distribution rights for seven years to the prize-winning British film, "The Fallen Idol," starring Ralph Richardson and Michelle Morgan and will be released for TV in October. . . . Scott Paper will sponsor Screen Gems' "Father Knows Best," co-starring Robert Young and Jane Wyatt when it returns in August TVia NBC. . . . "Tiny" Fairbanks, who had been billed on his own radio and TV shows as "350 pounds of happiness," has formed his own recording firm. The initial release featured Tiny's rendition of "In My Little Scrapbook," backed with Russ Case's ork. . . . Lloyd C. Douglas, whose novels have sold more than 50,000,000 copies, among which were film moneymakers such as "The Robe," "Magnificent Obsession," "Disputed Passage," "Green Light" and "Invitation to Live," has authorized his first TV series, "Dr. Hudson's Secret Journal," which will star John Howard in 39 episodes to be produced by Brewster Morgan in association with Gene Solow for MCA-TV Ltd. syndication.



Bill Nimmo

☆ ☆ ☆

His first two albums for RCA Victor, namely "George M. Cohan Songs" and "Harry Von Tilzer Songs," are doing so well that Roy Ross, musical director of WNEW, has just cut a third, "South of the Border" which we heard and which turns out to be an instrumental delight. . . . Jayne Shannon of J. Walter Thompson is the new prexy of American Women in Radio & TV, succeeding Nancy Craig, WABCommentator. . . . Walt Framer, producer of "Strike It Rich" and "The Big Payoff," has added a new department designed to offer "a complete audience-participation package which local stations can produce with local talent." Dan Goodman formerly sales director with Harry S. Goodman Productions, will head the new Framer subsidiary. . . . Factual information and practical application to solve TV problems, gleaned from BMI TV clinic sessions held in New York, Chicago and Los Angeles, have been compiled into book form by Broadcast Music, Inc. titled, "32 Television Talks," and is available to TV execs for $4.20. This book definitely will not gather dust on the shelf because it'll be referred to repeatedly. . . . "The Pee Wee King Show" originating in Cleveland and telecast on an ABCoast-to-Coast net, bowed in last night with the first half-hour (9:00-9:30) of the hour-and-half program heard in New York. Show featured folk and Western songs, emceed by Pee Wee, who also introduced Redd Stewart.



Roy Ross

Allied-TOA

(Continued from page 1)

lowing the meeting with 20th-Fox, the unconfirmed report stated, the joint committee will decide whether it may prove fruitful to slate other conferences with the remaining film company presidents or their sales heads, or both.

Yesterday's meeting at the Sheraton Astor Hotel got under way at 11:00 A.M. and continued until 4:35 P.M., with a break for lunch in adjoining rooms where TOA members and Allied representatives met separately in what appeared to be an organization caucus.

Following the session, no statement was issued on the meeting, on the decisions, if any taken, nor on the progress made. TOA president E. D. Martin said, however, that the joint committee will continue its meeting today, adding there may be a press conference or statement late this afternoon.

Meetings Had Been Proposed

Today's reported exhibition-20th-Fox conference and the possibility of similar conferences in the future came as a consequence of the film company presidents' refusals to participate in the proposed industry round-table conference. In their letters of rejections, many of the company presidents counter-proposed conferences with exhibitors on an individual basis.

One reason for the selection of 20th-Fox as the first of such possible individual conferences was said to be due to the role played by Al Lichtman, the company's distribution director. Trade quarters pointed to Lichtman's recent proposal of making film rentals up to $50 an arbitrable item. Lichtman made the proposal from the Coast where he is recuperating from an illness. Trade sources also pointed out that Lichtman made the original proposal for a round-table conference to ease the conflicts dividing exhibition and distribution-production.

Several Plans Studied

The individual company approach was said to be one of the many avenues explored at yesterday's joint exhibition meeting. Other approaches discussed were reported to be the possibility of TOA joining Allied in the latter organization's bid for Federal regulation of film rentals, and the adoption of a non-cooperative policy against one or more distributors that are held to be "most to blame" for exhibition's "plight."

It is understood that TOA, with many of its big circuit members opposed in principle to seeking government intervention, is reluctant to join Allied on the "go-to-the-government" issue.

Top Officials Attend

Those attending yesterday's joint meet were Martin, Alfred Starr, Walter Reade, Jr., and Myron Blank, of TOA, and Rube Shor, Ben Marcus, Ben Berger and Jack Kirsch of Allied.

NTA Offering Stock

National Telefilm Associates, Inc., distributor of motion picture feature films and special film series to television stations, has filed a statement with the Securities and Exchange Commission registering 312,500 shares of common stock (10 cents par) to be sold publicly at $5.00 per share, it was announced here yesterday.

THRU **UA**

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GREAT SCREEN ACHIEVEMENT

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in DAVID LEAN'S PRODUCTION of

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Here is romantic drama that must leave its impact – critically, and at the boxoffice.



Print by Technicolor

with ISA MIRANDA • Produced by ILYA LOPERT • Directed by DAVID LEAN
Screenplay by DAVID LEAN and H. E. BATES • Based on Arthur Laurents' "The Time of the Cuckoo," produced on the Broadway stage by Robert Whitehead and Walter Fried
Filmed on location in Venice, Italy.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 102 NEW YORK, U. S. A., WEDNESDAY, MAY 25, 1955 TEN CENTS

By Allied Board

Next Meeting Step Will Be Decided Today

Directors to Get Report Of Sessions at 20th-Fox

By MURRAY HOROWITZ

Allied States Association's board of directors will decide today whether Allied will seek to meet with other film company presidents on an individual basis, Ben Berger, chairman of Allied's Emergency Defense Committee, said last night. His statement followed yesterday's lengthy closed-door session with 20th Century-Fox president Spyros P. Skouras, which he attended along with other members of the Allied-Theatre Owners of America joint committee.

Berger's declaration came in the midst of an all-day meeting of the Allied board, which got under way in the morning at the Hotel Waldorf-Astoria. Throughout the day, the Allied board meeting was overshadowed

(*Continued on page* 4)

$425,000 for UJA Pledged

(Picture on Page 6)

"The cause of UJA basically is the cause of democracy," Major Albert Warner, vice-president of Warner Brothers, declared here yesterday at a testimonial tendered to him by the motion picture and amusement division of the United Jewish Appeal of Greater New York.

Adolph Schimel, vice-president and general counsel of Universal Pictures. the division chairman, announced that the industry had raised over $425,000 for the 1955 campaign of UJA. Schimel noted with regret the absence of Simon H. Fabian, president of

(*Continued on page* 6)

Schaefer to Head USO Camp Shows

George J. Schaefer was elected president of USO-Camp Shows, Inc. at a meeting of its board of directors yesterday. Schaefer, who has been associated with Camp Shows since 1941, as a member of its board and executive committee, will take over his

(*Continued on page* 5)

Rentals Should Be Arbitrated: Martin

Film rentals should be included in an arbitration system for the industry, E. D. Martin, president of the Theatre Owners of America, declared here yesterday following a meeting at 20th Century-Fox where joint TOA-Allied States committee discussed trade practices affecting the industry.

Martin's statement apparently cleared up TOA's position on whether the national exhibition group favored the arbitration of film prices. TOA recently stated that if any exhibitor failed to get relief through conciliation, he may then go into arbitration in most matters, but he would not be able to arbitrate film rentals.

IFE Estimates $1,500,000 Gross For Current Year

Product released domestically by I.F.E. Releasing Corp. in 1955 is expected to gross about $1,500,000, according to E. R. Zorgniotti, chairman of the board of directors of Italian Films Export, who yesterday introduced newly-appointed executive vice-president Seymour Poe to the trade press.

Zorgniotti, in announcing that I.F.E. executives would shortly leave for Rome to confer on securing a change of policy and more local autonomy for I.F.E.-U.S.A., declared that company releases of quality during September

(*Continued on page* 4)

Skouras to Exhibition:

20TH TO CONSIDER POLICY CHANGES

Skouras and Gehring to Meet Shortly With Lichtman and Will Then Clarify Position

(Picture on Page 4)

By LESTER DINOFF

Twentieth Century-Fox's current policy in dealing with exhibition may possibly be altered as a result of a meeting between the joint Theatre Owners of America-national Allied committee yesterday with the film company's president Spyros P. Skouras and William C. Gehring, executive assistant general sales manager, at which the exhibitors presented a dour viewpoint of present industry conditions.

This was the first definite result of the joint committee's cooperative effort in trade practices. The two national exhibitor organizations began meeting here on Monday, continued yesterday, and will meet possibly today on whether the committee should seek discussions with other film company heads.

Skouras announced following the

(*Continued on page* 4)

Name 40 Leaders To Compo Audience Poll Committee

Appointment of 40 top industry leaders to serve as a national committee, under the chairmanship of Elmer C. Rhoden for the national Audience Awards poll to be held Nov. 17 to 27, was announced yesterday by the Council of Motion Picture Organizations co-chairmen, Wilbur Snaper, Sam Pinanski and Al Lichtman. All appointees have consented to serve. They are:

Horace Adams, president, Allied Theatres of Ohio; Richard W. Altschuler, vice-president and world-wide director of sales, Republic Pictures; Gov. Ellis G. Arnall, president, Society of Independent Motion Picture Producers; Harry C. Arthur, Jr., chairman of board, Southern California Theatre Owners Association; John

(*Continued on page* 5)

Put Off Wage Law Study

By J. A. OTTEN

WASHINGTON, May 24. — The House Labor Committee voted to put off — probably until next year — any consideration of extending minimum wage coverage to theatres and other retail and service establishments.

The committee unanimously decided to hold hearings "at a very early date" on proposals to increase the minimum wage above the present 75 cents an hour, but to confine these hearings to the increase in the minimum and not

(*Continued on page* 4)

Warns NARTB On Ads, Programs

From THE DAILY Bureau

WASHINGTON, May 24. — The chairman of the House Commerce Committee told the nation's radio and television broadcasters today to keep a sharp eye on their programming and advertising policies.

Speaking to the 33rd annual convention of the National Association of Radio and Television Broadcasters, Rep.

(*Continued on page* 6)

Columbia University

Motion Picture 'School' In New Arts Center Plan

Plans for a new Columbia University Arts Center to include courses and supplementary exercises in the communication arts were announced at a luncheon at the Waldorf-Astoria here yesterday sponsored by the Columbia Associates, a group of business and professional leaders who serve the president of the University in an advisory capacity.

Courses in the communication arts will include extended facilities for teaching, experiment, practice and research in the motion picture, television and radio and other arts schools and departments already established at the University.

The assistance and cooperation of

(*Continued on page* 5)

Para. Holding Sales Sessions in Toronto

Special to THE DAILY

TORONTO, May 24. — Returning from a top-level sales-merchandising conference of Paramount Pictures executives in Hollywood, Gordon Lightstone, Paramount's Canadian general manager, will preside over a meeting

(*Continued on page* 6)

Personal Mention

SPYROS SKOURAS, president of 20th Century-Fox, will leave New York today for Hollywood.

•

OSCAR KANTOR, Warner Brothers representative in Baltimore and Washington, and MRS. KANTOR will leave there this week for Hawaii, with a stopover scheduled in Hollywood.

•

ELIZABETH STODDARD, daughter of CHESTER STODDARD, district manager in Boston for New England Theatres, Inc., has announced her engagement to PAUL SUTTON, of Marblehead.

•

PETER P. HORNER, president of Union Film Distributing Co., will leave here tomorrow aboard the "United States" for a six-week tour of Europe.

•

ALBERT A. LIST, chairman of the board of RKO Theatres, and MRS. LIST will sail from New York for Europe today aboard the "Queen Elizabeth."

•

MACK C. PAUL, co-owner of Major Theatre Equipment Co., Boston, will be married there on May 30 to MARILYN C. BLOOM.

•

HARRY and SAM SWITOW, executives of M. Switow & Sons Theatrical Enterprises, Louisville, have left there for a vacation in Hawaii.

•

LILLIAN LANG, fashion sales and promotion director of MacFadden Publications, returned to New York by plane yesterday from the Coast.

•

ROBERT S. BENJAMIN, chairman of the board of United Artists, will leave New York by plane today for Europe.

•

RUSSELL HOLMAN, Paramount Eastern production manager, left New York yesterday for Hollywood.

•

HAZARD REEVES, president of Cinerama, Inc., has returned to New York from Paris.

•

JOHN GLASS, general manager of Hoyts Theatres, Australia, will leave here today for the Coast.

•

MAGGIE MCNAMARA has left New York for London via B.O.A.C. Monarch.

•

DEBBIE REYNOLDS will return to Hollywood on Saturday from Korea.

•

LEO G. CARROLL will leave here for London today via B.O.A.C.

Skouras Honorary Hospital Chairman

Spyros P. Skouras, president of 20th Century-Fox, has been named honorary chairman of the 56th anniversary dinner of the National Jewish Hospital at Denver which will honor Andrew Goodman, president of Bergdorf Goodman, on June 6 at the Waldorf-Astoria Hotel.

Initiate Moves for Rank to Rejoin CEA

From THE DAILY Bureau

LONDON, May 24.—Initial moves have been made which independent exhibitors here hope will bring J. Arthur Rank's theatres back into the Cinematograph Exhibitors Association fold from which it resigned some months ago.

One of the first was a statement by Alfred Davis (no kin to John Davis, managing director of the Rank Organization) speaking as chairman of CEA's London and Home Counties branch, who termed the Rank withdrawal "the biggest disaster that has ever befallen us. It has cut the branch in half."

Influential opinion throughout British exhibition favors a return of the Rank theatres to CEA membership if only on the ground that no considerable industry can put itself forward either to Parliament or the populace as a united whole when one substantial branch of it stands aloof.

Indications are that some development may occur next at the CEA annual convention in mid-June at Llandudno, Wales, which John Davis is expected to attend.

Mexican Producers Plan June Meeting

MEXICO CITY, May 24.—The first national emergency convention of the production division of the picture industry is being arranged for here in mid-June with the hope of forming a program that will improve conditions throughout the trade, particularly production, Jose Rodriguez Granada, secretary general of the Picture Production Workers Union (STPC) announced. Representatives of all branches of the industry are being invited to attend.

STPC expects that the meet will result in greater coordination of effort in the industry.

United Artists Starts Louisiana Building

NEW ORLEANS, May 24.—Contracts have been signed by United Artists for the lease of land and construction of its new quarters on Film Row here. The one-story brick building will occupy about 44,000 square feet of space and will be fully air-conditioned.

The new building will house the UA branch office and will serve as Southern district headquarters for George Pabst, manager.

President Films to Handle 3 Imports

Joseph Green, independent film importer and distributor, announced yesterday that he had organized President Films, Inc., of which he is president, and that he has three productions ready for release over a period of the next four months.

They are a British film, one made in Sweden and a third which was originally produced in this country in Yiddish and dubbed with American-language dialogue and songs. It stars Molly Picon.

Profile Skourases In the 'American'

Under the title of "The Mighty Musketeers of the Movies," the June issue of the "American" Magazine presents the careers of the Skouras boys, Spyros, George and the late Charles. The story, by Clarence Woodbury, traces their exit from Greece, through their apprenticeships as bus boys in St. Louis hotels and their springboard leap into motion picture exhibition, with brief accounts of their romances.

Magna Prepares for Sale of Securities

WASHINGTON, May 24.—Magna Theatre Corp. has filed a registration statement with the Securities and Exchange Commission seeking registration of various outstanding securities.

The statement covered 122,300 shares of outstanding five cents par common stock; 6,000 outstanding warrants for the purchase of 439,800 shares of common, as well as the common shares themselves; and 6,000 outstanding units of "Oklahoma" participation certificates, each entitling the holder to receive one six-thousandth of 5/12 of Magna's percentage of profits due from the distribution of "Oklahoma."

The statement said these securities are to be offered for sale for the accounts of the present holders, principal among which are United Artists Theatre Circuit, United California Theatres, Inc., Prudential Theatres, Inc., Kuhn Loeb Co., Harris Upham and Co., Carl M. Loeb, Rhoades and Co., and Brown Brothers Harriman.

Salk to Screen Gems As Sales Director

Robert H. Salk has been named director of sales of Screen Gems, Inc., television subsidiary of Columbia Pictures. He will report to John H. Mitchell, vice-president in charge of sales, and will further develop and integrate all Screen Gems sales operations.

Salk will join Screen Gems Aug. 1. He now is general manager of Station Films, Inc., a subsidiary of the Katz agency, where he has been buying film since 1953 for a large group of television stations represented by Katz.

Allen Robertson, 59

ATLANTA, May 24.—Funeral services for Allen D. Robertson, theatre manager, were held at Spring Hill. Burial was in Elmhurst, L. I., N. Y. He was 59 years old and was associated with Storey Theatres, Inc., as manager of the Peachtree Drive-In. He had been in the theatre business in Atlanta for the past 15 years.

Mrs. DeBlasis Dies

LANSING, O., May 24.—Mrs. Lina Paget DeBlasis, longtime owner of the now closed Lansing Theatre, died here.

News Roundup

Pathe News Moves

Warner Pathe News will complete its move from 625 Madison Ave., to new quarters at 33 West 60th Street over the weekend. The new facilities, erected for the Warner Brothers subsidiary, include three complete sound studios and projection rooms.

■

New Sindlinger Study

Albert E. Sindlinger, president of Sindlinger & Co., Inc., business analysts, and staff members, arrived in Beaumont, Tex., over the weekend to start an entertainment field study of the Beaumont-Port Arthur-Orange market. The study is under the joint sponsorship of Julius Gordon's Jefferson Amusement Co., and the Association of Theatre Screen Advertising Companies.

■

Schools See Cinerama

A special teachers and pupils matinee performance of "Cinerama Holiday" will be held at the Warner Theatre here on June 17. Admission price will be one dollar for the show, which is being promoted by Jim Wyler and the Hop-a-Long Cassidy television program on CBS-TV.

■

Reserve Drive-in Decision

The Stratford (Conn.) Board of Zoning Appeals has reserved decision on a request by James B. Sniffen for a reversal of Stratford Planning Board action, which denied him a waiver for a drive-in theatre on South Main St., that town. Albert M. Pickus, TOA vice-president, and owner-operator of the Stratford Theatre, Stratford, is among residents opposing the Sniffen application.

■

Hartford House Dark

The 4,200-seat State Theatre, downtown film-vaudeville situation, has closed for the summer. Concluding show was headlined by Eartha Kitt.



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LOOK looks at M-G-M's "LOVE ME OR LEAVE ME" and loves it!

In its issue, out May 31st, LOOK Magazine runs a 2-page spread with beautiful color art on "LOVE ME OR LEAVE ME." Be sure to display it in your lobby. It will help sell tickets. With permission of LOOK we reprint the following:

"A true story of a singer and a gangster makes a fine film.

'LOVE ME OR LEAVE ME' is based on the life of a singer of the 1920s, Ruth Etting. This M-G-M film tells a story of her marriage to a racketeer, Martin (the 'Gimp') Snyder, and the real names of both are used. The 'Gimp' is shown promoting Ruth's career by strong-arm tactics. Their relationship is dramatized with such explosive realism that audiences are never sure how the picture will end — a novelty for biographical movies. Under director Charles Vidor, Doris Day and James Cagney give dazzling performances as the mismated pair."

Typical of LOOK's dramatic photo captions:

"I'll kill you if I ever catch you hanging around her!" The "Gimp" (James Cagney) bursts into the house of a musician friend (Cameron Mitchell), looking for runaway Ruth (Doris Day). All three participants in this show-business tragedy are still living.

★

And Redbook picks it as "Picture of the Month." And loves it!

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★

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DORIS DAY • JAMES CAGNEY

In

"LOVE ME OR LEAVE ME"

Co-Starring **CAMERON MITCHELL**

With ROBERT KEITH • TOM TULLY

Screen Play by DANIEL FUCHS and ISOBEL LENNART

Story by Daniel Fuchs • Photographed in EASTMAN COLOR

Directed by CHARLES VIDOR • Produced by JOE PASTERNAK

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)

20th Policy

(*Continued from page 1*)

four-hour harmonious session in the 20th-Fox home office board room that he and Gehring would shortly meet with director of distribution Al Lichtman, who is recuperating from an illness on the West Coast, to consider the requests made by the exhibition representatives. "A statement of policy would be issued at a later date following the consultation with Lichtman," Skouras seriously said.

Several Problems Discussed

Discussions throughout the afternoon centered about a number of problems confronting the industry. The TOA-Allied committee pointed out the difficulties of the small exhibitor in subsequent runs in large cities, and in very small towns, and the dire need to review film rentals in order that these theatres may keep their doors open. Committee member Ben Berger, president of North Central Allied, stated that exhibition is "seeking the abolishment of sales terms 50 per cent and up."

The exhibitor group, which consisted of E. D. Martin, Walter Reade, Jr., Alfred Starr and Myron Blank of TOA and Rube Shor, Ben Marcus, Ben Berger and Jack Kirsch of Allied, pointed out the need for more pictures, and of a better quality, to prevent many first-run theatres from shutting down. The 20th-Fox executives in attendance at the meeting included Skouras, Gehring, W. C. Michel, Arthur Silverstone, Alex Harrison, Glenn Norris and Rodney Bush.

They asked that every theatre in the United States have an opportunity to buy all of 20th-Fox product on a "fair and equitable basis."

Praised by Skouras

At the conclusion of the meeting, Skouras said: "We were elated that we met with a united group representing the two important exhibitor organizations in the United States. We were greatly impressed with the manner in which they presented their problems and in the utmost sincerity demonstrated. They seek a better industry—a prosperous industry—not only for one group, but for all of its integral parts—exhibition, production and distribution."

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(*Quigley Publications Photo*)

Allied, TOA Leaders in Joint Meeting

First joint meeting of Theatre Owners of America and Allied States officials to plan mutual strategy to obtain distribution concessions. Around the conference table at the Sheraton Astor Hotel here at meetings which started on Monday and are continuing are shown, in the usual order, seated: Myron Blank, Benjamin Berger, E. D. Martin, Rube Shor, Ben Marcus, Walter Reade Jr. Standing: Alfred Starr, Jack Kirsch.

IFE Estimates

(*Continued from page 1*)

may boost the anticipated gross above $1,500,000.

Poe, in meeting with the trade press at the I.F.E. home office, announced that he would still retain partnership with Irving Lesser in Producers Representatives, Inc., and Major Television, Inc., with I.F.E. business taking precedence in his activities.

The newly-named executive v-p of I.F.E. Releasing Corp. said that the contemplated 10 to 15 releases for next year "would be hand-tailored for the survival of the company, and also for the company to make a profit in the U. S. market."

No Major Changes

Poe announced that while "no major changes are contemplated for the company in the immediate future," the I.F.E. executives will ask the board of directors in Rome for "more local autonomy here." He explained by saying that he would like to see decisions on policy, acquisition of product made here instead of having to check with Rome. Poe, however, said that major decisions would still be decided upon by the I.F.E. board in Rome under his set-up, pending approval by the I.F.E. board.

"I.F.E. is a rich source of raw material, films of quality, for U. S. exhibitors who could augment their screen time with our product," Poe stated.

Promotion Drive Planned

"A vast majority of the U. S. public has never seen a foreign film," Poe said, adding that under the proposed new set-up in I.F.E., an intensified public relations program would be presented so that I.F.E. would be recognized by all as a distribution outlet for films of quality.

Poe said that the acquisition of other product, films produced by others than Italians, is a possibility. "If a film would enhance our program, it would be taken on for I.F.E. distribution," he said. Zorgniotti stated at this point that discussions were taking place in Rome and Paris for I.F.E. release of French product in the U. S., and that "one or two" American producers have conferred with I.F.E. about distribution of their films.

Zorgniotti, when asked about I.F.E. business, stated that "business is improving constantly here with I.F.E. Releasing Corp. running near to the black." He said that the releasing organization is no longer operating on the advances received from U. S. companies, which have not as yet been paid back.

Wage Law

(*Continued from page 1*)

consider proposals for expanded coverage. Committee chairman Barden (D., N.C.) said proposals to expand coverage would be "a matter for further study and action later." Both he and Rep. McConnell (R., Pa.), top GOP member of the committee, agreed that action was unlikely this year on the extended coverage.

The administration has asked that the minimum be increased to 90 cents and that Congress "seriously study" extending coverage to interstate circuits and similar groups. A Senate labor subcommittee has held hearings on both matters, and will shortly start executive session work.

Labor Secretary Mitchell appeared at the White House today to attend the weekly briefing of GOP Congressional leaders, and, according to Rep. Martin (R., Mass.), urged that Congress "expedite" action on both a higher minimum wage and expanded coverage.

Action Still Possible

The House committee's decision to shelve consideration of expanded coverage doesn't completely rule out the possibility of some expanded coverage being voted this year, but it does make it much less likely. The committee could change its mind later and consider expanded coverage proposals, the House itself could tack on such an amendment, or the Senate could approve expanded coverage and some compromise might be needed to get a final House-Senate bill. But the chances of House action are slim, in view of today's unanimous committee action, and the House action is also considered likely to stiffen the backs of Senate opponents of expanded coverage and increase their chances of beating down such proposals.

Next Meeting

(*Continued from page 1*)

by organized exhibition's meeting with Skouras.

Abram Myers, Allied general counsel, at the luncheon break of the board meeting, described the morning session as one of preliminary discussions. He went on to say that nothing of major import would be taken up or decided at the afternoon session, pointing out that Allied members of the joint committee with TOA would be attending the Skouras conference. Myers also indicated that the Allied board's action would be predicated on what transpired at the 20th-Fox meet.

Heading the Allied contingent at 20th-Fox was Allied president Rube Shor, accompanied by Ben Marcus, Ben Berger and Jack Kirsch, all members of the joint Allied-TOA committee, who left the Allied board meeting following the luncheon break. The Allied contingent is slated to report back today to the board, briefing members on what took place at the 20th-Fox session.

Statement Likely Today

Myers, in response to a question, said that there probably will be a press conference or a statement late today on action taken at the two-day board meeting.

Yesterday's board session highlighted a series of organized exhibition meetings, aimed at exploring new avenues to achieve relief from alleged high film rentals and "onerous" trade practices. The new avenues were being explored in the wake of the refusal of company presidents, on advice of their attorneys, to meet with organized exhibition at a round-table conference. However, in their rejection, many company presidents counter-proposed meetings with exhibitors on an individual company basis.

The first such counter-proposal was taken up yesterday when the joint exhibition committee met with Skouras.

The first of a series of exhibition meetings took place on Monday at the Astor Hotel, where the Joint Allied-TOA committee met. Monday's all-day session, which resulted in the joint committee arranging a meeting with Skouras, is expected to be duplicated either today or tomorrow. The joint committee is due to meet again in the wake of the Skouras session to determine what tack they will take with other film companies, whether to seek a meeting with a company president, or accept a meeting with the distribution director, in the absence of the company president, and related matters.

'Gov't' Question to Fore

Other problems slated to be discussed by the joint committee is whether TOA will join Allied in its bid for government intervention and the possible adoption by both organized exhibition groups of a policy of non-cooperation with distribution, in the event relief is not forthcoming.

The parallel action of Allied and TOA, which some exhibition leaders welcome as bringing nearer a merger of the two organizations, climaxed a long period during which both Allied and TOA leaders hurled charges against distribution, alleging "onerous" film terms.

Nizer's 'Esquire' Story

Louis Nizer of the industry law firm of Phillips, Nizer, Benjamin and Krim is the author of a story entitled "The Cutlass" in the June issue of "Esquire."

Compo Poll

(Continued from page 1)

Balaban, president, Balaban & Katz Corp.; Harry Brandt, president Independent Theatre Owners Association; Walter E. Branson, world-wide sales manager, RKO Radio; Col. H. A. Cole, chairman, Allied Theatre Owners of Texas.

Eric Johnston Included

Will J. Conner, executive vice president, John Hamrick Theatres, Inc.; Roy Cooper, president, Roy Cooper Theatres; Simon H. Fabian, president Stanley-Warner Management Corp.; Charles J. Feldman, vice president and general sales manager, Universal Pictures; Emanuel Frisch, president, Metropolitan Motion Picture Theatres Association; Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres; William J. Heineman, vice president in charge of distribution, United Artists; Harry Hendel, secretary-treasurer, Allied Motion Picture Theatre Owners of Western Pennsylvania; Eric Johnston, president, Motion Picture Association of America; Ben Kalmenson, vice president, Warner Bros. Pictures; Jack Kirsch, president, Allied Theatres of Illinois; Edward W. Lider, president, Independent Exhibitors, of New England; Ben D. Marcus, general manager, Marcus Theatres Management Co.

E. D. Martin, president, Theatre Owners of America; Pat McGee, general manager, Cooper Foundation Theatres; Abe Montague, vice president and general sales manager, Columbia Pictures; Martin J. Mullin, president, New England Theatres; C. Elmer Nolte, Jr., president, Allied Motion Picture Theatre Owners of Maryland; Robert J. O'Donnell, general manager, Texas Interstate Circuit; Walter Reade, Jr., president, Walter Reade Theatres, Inc.; Charles M. Reagan, vice president and general sales manager, Loew's, Inc.; Frank H. Ricketson, Jr., president, Fox Inter-Mountain Theatres.

Three Members Ex-Officio

Herman Robbins, chairman, National Screen Service Corp.; Sol A. Schwartz, president, RKO Theatres; Ruben Shor, president, Allied States Association of Motion Picture Exhibitors; Spyros S. Skouras, president, Skouras Theatres; Joseph R. Vogel, president, Loew's Theatres; George Weltner, president, Paramount Film Distributing Corp.; Robert N. Wilby, president, Wilby-Kincey Service Corp.; Maurice R. Goldstein, vice president and general sales manager, Allied Artists; M. F. Gowthorpe, president, Butterfield Theatres.

Snaper, Pinanski and Lichtman are ex officio members of the national committee.

Asks % Deals for Creative Artists

Strong sentiments that creative artists should receive a percentage of the profits on films were voiced here recently by Ernest K. Gann, author of the novel and screenplay "Soldier of Fortune," a 20th Century-Fox CinemaScope production.

Gann said he received $50,000 for the sale of the novel to 20th-Fox, and will receive a percentage of the profits for writing the screenplay. If the picture is successful, he said he expects to realize $400,000 from the agreement with 20th-Fox.

Motion Picture 'School'

(Continued from page 1)

the motion picture industry will be sought by the school in order that active producers, directors, writers, players, technicians and others may be available for lectures, practical crafts demonstrations, development of script and film libraries and furnishing and equipping of workrooms, stages and the like.

Chairman of yesterday's luncheon was Peter Grimm, president of Columbia Associates and chairman of the board of William A. White & Co.; Bennett Cerf, president of Random House, was toastmaster, and David Finley, director of the National Gallery of Art, Washington, D. C., was the principal speaker.

Several Arts Represented

Among other speakers at the luncheon were: Gilbert Seldes, for the communication arts; Eva LaGallienne, for dramatic arts; Deems Taylor, music; Wallace K. Harrison, architecture; George L. K. Morris, for painting and sculpture, and Dr. Grayson Kirk, president of Columbia, for the University.

A message from President Eisenhower endorsing the concept of the proposed Arts Center was read by Curt H. Reisinger, chairman of the Advisory Committee for the Center program.

Plans call for housing of the Arts Center in a new, 10-story building to be erected on Columbia's Morningside campus. The program envisions New York as the cultural capital of the country and the professional center of all the arts, capable of providing the maximum talent and facilities to help realize the Arts Center aim of bringing together, on the one hand, professional, creative artists, architects, musicians, playwrights and producers, and, on the other, the students, scholars, critics and historians of the arts.

Practical in Scope

The new center will contain classrooms, workrooms, libraries, studios and theatres for students in the major arts. It contemplates not only instruction in film making and other phases but also actual experience in producing, acting, directing, etc.

Its general purpose, in Eisenhower's words, is "to provide a meeting place, under a single roof, for the vast cultural resources of a great University and the extraordinary wealth of artistic ability of a great metropolis."

The prominent place of motion pictures in the Arts Center plans is regarded as the most authoritative endorsement given the medium for its status as an art, and its admission to the exclusive circle of the other great humanities, prominent educators at the luncheon observed.

Seldes welcomed the indication that the communication arts, long the victims of snobbery and neglect, were finally achieving their proper recognition and stature among the arts.

Estimated Cost, $6,000,000

It is estimated that the cost of the projected new Arts Center building will be about $6,000,000, a part of which already has been contributed or pledged. An additional sum of about $3,000,000 will be sought for endowment and for scholarships, including some in the motion picture courses.

The program plans the creation and distribution of educational and public service films and television-radio programs. It is believed the facilities to be provided will make it possible to overcome the heavy production costs which heretofore have made experimentation in films and television most difficult. It will, of course, make possible, also, considerable experimentation by the motion picture and television industries which otherwise might not be undertaken.

Many Lend Support

Among those to comment on the Arts Center plan were the following in the communications industries:

Leonard Goldenson, president, American Broadcasting - Paramount Theatres: ". . . The academic and intellectual resources of a great institution, combining with the rich potential in our city of people and organizations working in the arts, should provide the much desired mutual interchange of ideas. It should also contribute immeasurably to the growth and vitality of new creative forces as well as the development of talented newcomers in the arts and fields of communication. . ."

David Sarnoff, chairman of the board, Radio Corp. of America: ". . . I believe that an Arts Center of that nature is highly desirable and should have far-reaching artistic results. . ."

Maurice Evans, producer: ". . .The Columbia Arts Center will provide a desperately needed outlet for the abundant theatre talents which are now shackled by the chronic economic ills of Broadway. . ."

'Serve to Inspire'

Frank M. Folsom, president, R.C.A.: ". . . This project will, I believe, serve to inspire artists and perpetrate art forms that could add immeasurably to our lives and culture."

Robert E. Kintner, president, American Broadcasting Co.: ". . . We would welcome the creation of the Arts Center as an important means of experimentation on matters of public taste, production techniques, and new approaches to the use of our media."

James C. Petrillo, president, American Federation of Musicians: ". . . I believe it will prove a valuable cultural asset."

N.W. Tent Sponsors Hospital Addition

MINNEAPOLIS, May 24.—Variety Club of the Northwest, which already has raised more than $1,000,000 for the construction and operation of Variety Club Heart hospital on the University of Minnesota campus, has pledged an additional $247,000 to finance the immediate construction of a new fifth floor on the existing structure.

University and Variety club officials met last week to discuss preliminary details involved in construction. The Variety Club instigated the original construction which eventually became a $1,330,000 project, the only heart hospital of its kind in the United States.

Arthur W. Anderson, permanent chairman of the Variety Club Heart hospital committee, will be general chairman of the August campaign.

Mrs. J. R. Powers, general chairman of the newly organized Variety Club ladies' auxiliary, will head the women's group assisting in the fund drive.

Schaefer

(Continued from page 1)

duties immediately. He will succeed James E. Sauter, who resigned upon completion of five years as president.

USO-Camp Shows is the official liaison agency for the procurement of professional theatrical talent and visiting personalities for appearances in Armed Forces installations in the United States and overseas under an agreement with the Department of Defense.



George Schaefer

Schaefer, long an executive in the film business, was formerly president of RKO and general sales manager of Paramount and of United Artists. It was in his office at RKO pictures in 1942 that Camp Shows was organized and its principles of operation laid down.

Tentative Okay for Conn. Drive-In

HARTFORD, May 24.—The State Traffic Commission has granted George LeWitt provisional approval of his application to build an outdoor theatre at Berlin, Conn.

The Commission's approval is contingent upon the New Britain theatre owner's compliance with five recommendations made by commission membership concerning traffic.



Claims Disservice

Levey Attacks CBS Position On Pay-to-See

By casting its vote with those who oppose subscription-television, the Columbia Broadcasting System has rendered a distinct disservice not only to its own stockholders but to the American public at large, Arthur Levey, president of Skiatron Electronics & Television Corp., declared yesterday.

"In charging that toll-TV would 'hi-jack' Americans into paying for the privilege of looking at their own TV sets, Mr. Frank Stanton, the president of CBS, has thrown up the usual smoke-screen designed to obscure the real issues," Levey stated.

Charges 'Desperation'

"There is something akin to obstinacy—or desperation—in the way the networks and others keep coming back to the same foolish assumption that pay-as-you-see TV would automatically gobble up the 'free' shows now being telecast.

"For one, it is an absurdity to call the television system as constituted today a 'free' system. The viewer pays for what he gets in one form or another, whether it is in the supermarket and drug-store or in terms of mediocre entertainment riddled with unwanted commercials.

"For another, as Skiatron has stated over and over again in discussing its Subscriber-Vision system, it would be foolhardy to assume that the public could be asked to pay for a show which, up till now, it has been getting for nothing.

Says It 'Must Come About'

"Subscriber-Vision, which must come about because the basic economics of television itself demand it, is an ingenious way of introducing to the public the kind of entertainment which it is not now getting or which it is in danger of losing.

"Subscription-TV, automatically limited from the start, neither could nor would 'hijack' any programs from 'free' television. On the other hand, it promises to brighten the viewers' TV fare and bring about increased competition on all channels," Levey said.

Halt All U.S. Film Bookings in Denmark

A shutdown of all bookings in Denmark of member companies of the Motion Picture Export Association in protest against film rental scales in effect there was ordered by export managers of the companies at a meeting here yesterday.

The stoppage of bookings is effective immediately. The terms are enforced by the Danish exhibitors organization with governmental approval. The American companies protested previously and took the action yesterday on the grounds that they can no longer operate profitably in Denmark.



UJA Award to Albert Warner

Barney Balaban, left, presents a hand-crafted, silver mounted Bible to Major Albert Warner in recognition of the latter's outstanding service to UJA, as Adolph Schimel, industry chairman for UJA, looks on. The presentation took place at the annual luncheon at the Hotel Pierre here yesterday of the Motion Picture and Amusement division of the United Jewish Appeal of Greater New York.

(*Continued from page* 1)

Stanley Warner, a member of the division's steering committee, now hospitalized in New York.

The testimonial, given in recognition of Major Warner's "outstanding leadership in humanitarian affairs," was held in the Hotel Pierre and attended by more than 250 members of the amusement industry.

At the annual luncheon, Major Warner was presented with a handmade, silver-bound Israeli Bible. The presentation was made by Barney Balaban, Paramount Pictures president.

In accepting the Bible from Balaban, Major Warner said in part, that "the success of the UJA campaign year in and year out is the result of the efforts of all of you who are here today, rather than of any one single individual. It is the community effort of men of good will here and everywhere which has carried this campaign to a successful annual conclusion."

The guest speaker at the luncheon was Avraham Harmon, consul-general of Israel in New York, who discussed Israel's "precarious" position in the Middle East.

Schimel in his address also noted that Rabbi Bernard Burstein of the Actor's Temple had announced pledges of $2,000 from his congregation.

The financial objective of the city-wide UJA campaign, it was stated, is to raise New York area's share of the national UJA goal of just under $100,000,000.

Warns NARTB

(*Continued from page* 1)

Percy Priest (R., Tenn.) reminded broadcasters that Congress had given them freedom from regulation in these areas and that Congress could also take away the freedom if it were abused.

"It is my belief," Priest said, "that those of you who believe in free broadcasting will have to prove by your deeds that the principles of the charter granted to you should be left intact."

Priest cited many complaints about radio and television broadcasting received by Congressmen from constituents. These letters, he said, "reflect a strong under-current of feeling that something may be amiss with our broadcast law." In addition, Priest declared, "I sense a growing feeling among many members of Congress that more regulation of the broadcasting industry is called for" in view of the fact that the technical and economic background of broadcasting is very different from what it was when Congress enacted broadcasting legislation in 1927 and 1934.

"If Congress were confronted today anew," Priest went on, "with the problem of writing a broadcast law designed to safeguard the public interest, it is questionable whether you, the broadcasters, would be successful in persuading the Congress to give you the same decree of freedom that Congress gave you in 1927 and again in 1934."

Priest gave as a current concern of some Congressmen the theatre telecasting of prizefights which are not shown on home television sets. Many Congressmen are asked, he said, why the Federal Communications Commission or Congress doesn't do something about it. Constituents write in, he went on, asking if subscription television isn't the answer to this, with the FCC fixing the rates so that "the subscription TV boys won't take us for a ride."

Paramount Meet

(*Continued from page* 1)

of the Canadian organization convening in the King Edward Hotel here, Thursday through Saturday.

George Weltner, head of Paramount Pictures worldwide sales will attend the meeting, coming from the New York home office. Others participating in the session will be Jerry Pickman, vice-president in charge of advertising-publicity; Robert J. Rubin, home office administrative executive and Oscar Morgan, short subjects and newsreel sales manager.

Via Resolution

Seek Reversal Of NARTB's Toll TV Stand

WASHINGTON, May 24.—A Denver television broadcaster has started circulating a resolution asking that broadcasters repudiate the National Association of Radio and Television Broadcasters' position on subscription television.

The NARTB has told the Federal Communications Commission that it is opposed to any form of subscription television which uses channels allocated for free television.

Gene O'Fallon, the Denver broadcaster, announced today at the NARTB's 33rd annual convention held here this week, that he already had eight signers to his resoution and had been promised 20 more. He is circulating his resolution at the convention and intends to circulate it all over the country to both members and non-members of the NARTB, he said.

Action Called Arbitrary

O'Fallon's resolution declares that in stating its position to the FCC, the NARTB acted "arbitrarily, capriciously and unrealistically." The resolution also says that the NARTB dismissed the issues involved in subscription television for reasons that are "either fallacious or based on pure assumption, thus nullifying their validity."

O'Fallon's Denver station, KFEL-TV, is an independent station, without any network affiliation.

Paramount subsidiary, International Telemeter, which has developed a subscription television system, has been assisting O'Fallon in publicizing his resolution at the convention.

Says Pay TV Major Issue Now Facing the FCC

WASHINGTON, May 24.—Subscription television is one of the major issues facing the Federal Communications Commission today," FCC chairman George C. McConnaughey told the National Assocation of Radio and Television Broadcasters meeting here.

"The authorization of such a service," McConnaughey said, "involves a basic change in the system of broadcasting which we have known for 34 years."

Say Anti-Toll TV Mail Now 9 to 1

WASHINGTON, May 24. — In a complete reversal of form, the public late last week was voting 9 to 1 against pay-to-see TV, according to a check of the FCC's mail by the Washington bureau of the Organizations for Free-TV.

This upset came about, in the opinion of several NARTB officials meeting here, because the average man-in-the-street has finally awakened to the seriousness of the situation and has begun writing in to the FCC. Up until recently, the NARTB officials argued, practically all the letters and cards sent to the FCC were sent as a direct result of an intensive campaign set up by the pay-to-see TV group.

National Pre-Selling

M-G-M's advertising campaign on "Love Me Or Leave Me," which opens at the Radio City Music Hall tomorrow, will reach a readership of more than 163 million during the months of May and June, when 22 magazines in which special ads will appear are put on sale at newsstands throughout the country. Full page ads will appear in "Life," "Look," "Cosmopolitan," "Cue," "Photoplay," "Motion Picture," "Modern Screen," "Movieland," "Movie Stars Parade," "Movie Life," "Screen Stars," "Filmland" and "Silver Screen."

Picture of the Month ads will appear on table of contents pages of "Woman's Home Companion," "Collier's," "Look," "American," "McCall's," "Redbook," "Seventeen," "Parents," "Good Housekeeping" and "Cosmopolitan." In addition, a Lion's Roar column will be devoted to "Love Me Or Leave Me" in the "Saturday Evening Post."

•

"Collier's" issue on the newsstands tomorrow has an interesting two-page spread, pictorial and textual, on "The Night of the Hunter," a UA summer release. Actor-director Charles Laughton asked David Grubb, the author, "what he had seen in his mind while he was writing the book." Grubb replied by drawing 100 pencil sketches, five of which appear on the left page of the spread.

Charles Laughton says, "Our theme, like that of the book, is really the plight of little children who must learn that evil has many disguises, and kindness is often where you least expect to find it."

•

"Life's" May 23 front cover has an attractive vari-colored picture of Leslie Caron from the dream sequence of "Daddy Long Legs." Credit is given to both the French star and the 20th Century-Fox picture.

Also in the issue are five pages of full colored photos taken on the production sets of "Daddy Long Legs."

•

Woodrow Wirsig, editor of "Woman's Home Companion," says in the June issue after a visit to Hollywood: "Those of you who follow our 'Companion-Approved' movie reviews will be glad to know that this has been a fine year for the movie business. Big, good quality films will take you away from your television sets and into the movie theatres. The movie executives say the product in the next year or so will be better than ever. Keep your eyes peeled: We'll be reviewing most of them as well as condensing the best-selling novels from which many of them are made."

•

"Look's" current issue has a two-page color spread and a single page devoted to Walt Disney's "Lady and the Tramp." A reproduction of the featured song, "The Siamese Cat Song" takes up a portion of the spread. Color photos show how records were made for "Lady and the Tramp."

•

"Good Housekeeping's" June issue has a very interesting story about "Oklahoma" written by authors Richard Rodgers and Oscar Hammerstein. They say, "Unwilling to trust our first child to anyone but ourselves we have formed our own picture company and are presenting 'Oklahoma.'" They take the reader on location while "Oklahoma" is produced in the Todd-AO system. Photos taken on location illustrate the story.

•

"American Weekly's" May 29 issue will have an editorial page devoted to UA's "Marty," first American production ever to win the Grand Prize at the Cannes International Film Festival. By this publicity break, "Marty" will be the drumbeat in 29 key centers where "American Weekly" is distributed by major Sunday newspapers.

•

A striking color page ad on "Daddy Long Legs" appears in the June issue of "Seventeen."

WALTER HAAS

Reviews

"Soldier of Fortune"

(20th Century-Fox)
(CinemaScope)

INTRIGUE, adventure and romance in modern-day Hong Kong, plus rugged Clark Gable and fiery Susan Hayward pitted against each other, combine to give 20th Century-Fox's CinemaScope picturization of Ernest K. Gann's best selling novel, "Soldier of Fortune," an excellent opportunity to attain high grosses. The name of Gable should be a helpful factor in the public's acceptance of this offering as Gable spreads his charm and virility across the screen in a number of exploits. The Buddy Adler production is enjoyable and director Edward Dmytryk unfolds Gann's suspenseful story smoothly, holding the viewer's interest throughout.

The CinemaScope photography captures in color by DeLuxe the flamboyant background of the tension-ridden British colony and offers theatre patrons an insight into the environment of Hong Kong, interestingly depicting the mode of living along the waterfront, the tourists and pleasure-seekers mingling with the riff-raff and opportunists along the old streets of the island city. Cameraman Leo Tover, who recorded on film "Three Coins in the Fountain" in Italy, brings the CinemaScope camera into play on the panoramic mountain beauty that envelopes and shadows Hong Kong.

Into this environment comes beautifully-clothed Miss Hayward who is seeking to locate her husband, magazine photographer Gene Barry, last reported held in Red China for illegal entry and espionage. The British police, represented by Michael Rennie, can offer little assistance to the desperate Miss Hayward who finally finds that Gable is the man who can offer help. Gable immediately starts mixing business with pleasure, by making a pass and kissing Miss Hayward at their first meeting, angering the red-head. However, as time progresses and Miss Hayward continues her futile search, Gable helps her out of the desperate situations, and in turn, both fall in love.

Once a plan of action for the rescue of Barry is decided upon, Gable and his henchmen go into the proceedings smoothly and forcefully. He kidnaps Rennie and sails out of Hong Kong for Canton, in Red China, where his men have prepared the way for Barry's escape. After the "business" is transacted, Gable, Rennie and Barry run into a Communist patrol boat on the return trip and a small battle ensues. All return safely to Hong Kong and as Barry and his wife, Miss Hayward, are about to leave for the United States, the red-tressed actress decides that she belongs with Gable, not a man who is always chasing "a scoop."

Others in the cast capably supporting the principals are Alex D'Arcy, Tom Tully, Anna Sten, Russell Collins, Leo Gordon, Richard Loo, Soo Yong, Frank Tang, Jack Kruschen and Mel Welles.

Running time, 96 mintues. General classification. For release in June.

LESTER DINOFF

"Ain't Misbehavin'"

(Universal-International) *Hollywood, May 24*

THE names of Rory Calhoun, Piper Laurie and Mamie Van Doren give this moderate production billing strength for the junior trade, and the names of Jack Carson and Reginald Gardiner combine to promise solid professional humor, while the title is a reminder to grownups with good memories that the theme song of the late, great Fats Waller is mighty nigh worth the price of a theatre ticket all by itself if it's given a reasonably competent performance. In their aggregate, these favorable circumstances figure to build a good gate for a comedy in the millionaire-chorus girl pattern spaced out with four song numbers spiced up with dancing. The billing is enough bigger than the picture to give it a certain amount of handicap as entertainment, but that's beside the marquee point.

The script by Edward Buzzell, who also directed, Phillip Rapp and Devery Freeman, is from a story by Robert Carson that sounds like it's been used for similar purposes at least once before. In it Calhoun portrays an incredibly wealthy San Francisco business executive who falls in love with and marries Miss Laurie, a nightclub hoofer who is attracted first by his money and later by himself. They marry, he introduces her to the circle of San Francisco society into which he was born, and she doesn't fit but takes steps toward conditioning herself to the ways of wealth. He doesn't like her so well in her new manner, and they split up temporarily, but get together again after the usual mistakes, wrong conclusions and explanations. Carson as his public-relations man and Gardiner as a society bachelor provide useful humorous relief.

The production, in color by Technicolor, is by Samuel Marx.

Running time, 81 minutes. General classification. Release date not set.

WILLIAM R. WEAVER

In the THEATRE Equipment & Refreshment World . . .

. . . with RAY GALLO

MOTIOGRAPH, INC., Chicago, has announced new equipment for taking food orders at drive-in theatres which serve trade from the highway in addition to regular patrons. The product is called "Servus-Fone" and consists of food serving stations and an automatic communication system which provides the customers with music after they have placed their food orders by speakers. Equipment includes a switchboard of varying capacity; an automatic record changer; two speech amplifiers; a high fidelity music amplifier; and from 20 to 50 serving stations of two-car capacity.

•

Latest development for the Strong Super "135" projection arc lamp is a new water-cooled carbon contact assembly. The Strong Electric Corporation, Toledo, is making it available as an optional feature for the lamp and states it is also adaptable to any Strong rotating type carbon arc. In recent months other advancements have been announced for the lamp, including the adoption of 18-inch reflectors, a new positive carbon contact, a removable holder for the heat filter and forced ventilation of the reflector and reflector frame.

•

The Triple-S-Supply Company, San Francisco, manufacturers of changeable marquee letters, curtain control motors and stage rigging, has established new and enlarged headquarters at 780 Golden Gate Avenue, according to John Tierney, general manager. The company is also the western distributor for Ballantyne.

•

The advantage of ozone in air purification are described in a new booklet recently issued by Melco Sales, Inc., Minneapolis. It is called "The Promise of Ozone" and employs photos, drawings and charts to illustrate recent research in the uses of ozone, which includes vat for the control of mold, bacteria and mildew, in addition to odors. The company manufactures ozone-generating equipment.

•

Flavo-Rite Foods, Inc., New York, has extended the areas in which its frozen shrimp rolls are to be distributed to drive-in theatres. Larry Blumenthal, sales manager, reports the appointment of Sidney Shapiro, a broker in St. Petersburg, Fla., to handle that state and Alabama and Georgia. In addition, Charles E. Darden has been assigned to the Texas territory, and in Canada the product will be handled by Theatre Confections, Ltd.

•

Ralph H. Zimmerman has been appointed branch sales manager for the Los Angeles branch of the American Seating Co., Grand Rapids, Mich., according to announcement by J. J. Thompson, general sales manager.


Mickey Spillane's
latest sizzler
is his greatest!
TOPS IN
THRILLS!
TOPS IN
SUSPENSE!
AND TOPS IN
BOXOFFICE!
PARKLANE PICTURES, Inc. Presents
KISS ME
DEADLY
starring
RALPH MEEKER
with
Albert DEKKER · Paul STEWART · Juano HERNANDEZ
PRODUCED AND DIRECTED BY
ROBERT ALDRICH
Screenplay by
A. I. BEZZERIDES
thru
UA

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 103 NEW YORK, U. S. A., THURSDAY, MAY 26, 1955 TEN CENTS

Allied Concerned

Want Hearings On Circuits' ExpansionBids

Say Affected Theatres Should Be Heard by U.S.

The U. S. Attorney General will be requested by Allied States Association to set up machinery insuring affected exhibitors the right to protest and the right to a hearing by the court in all cases involving requests by divorced circuits to expand their theatre holdings, it was announced here yesterday by Abram Myers, Allied general counsel.

Myers said that the two-day meeting of the Allied board here called upon him to transmit the organization's bid to the Department of Justice forthwith.

Myers, conveying the feeling of the board, said that the new acquisitions

(*Continued on page 6*)

WB 6-Mo. Net $2,081,000

Warner Bros. Pictures, Inc. and subsidiary companies report for the six months ending Feb. 26, a net profit of $2,081,000 after a provision of $2,100,000 for Federal income taxes and after a provision of $250,000 for contingent liabilities.

The net profit for the six months ending Feb. 27, 1954, amounted to $1,618,000 after a provision of $1,700,000 for Federal income taxes and after a provision of $250,000 for contingent liabilities.

The net profit for the six months

(*Continued on page 7*)

April Dividends Up $1,000,000 Over '54

From THE DAILY Bureau

WASHINGTON, May 25.—Publicly reported cash dividends paid by motion picture industry firms in April amounted to $2,313,000, the Department of Commerce announced today.

This is an increase of a little more than $1,000,000 over the April, 1954, figure of $1,241,000; the increase was due to an April dividend payment of $1,033,000 by Chesapeake Industries, Inc., which had not previously reported dividend payments.

No Allied-TOA Merger Talk Now

There should be no consideration of a merger between Allied States Association and Theatre Owners of America at this time, the Allied board of directors "unanimously" decided at its two-day meeting here, which was concluded yesterday.

Abram Myers, Allied general counsel, did not rule out consideration of a possible merger at some later time. He said the board acted in light of the "confusion" and "anxiety" expressed by Allied members all over the country who read statements of merger possibilities in the trade press. Allied president Rube Shor said that he personally has always opposed a merger of the two exhibition organizations.

Distributors See

TOA Stand on Arbitration As Not Fatal

Distribution officials queried yesterday concerning the effect on industry arbitration negotiations of Theatre Owners of America president E. D. Martin's statement on Tuesday that film rentals should be included in any plan of arbitration adopted, for the most part expressed the opinion that it need not result in abandonment of

(*Continued on page 7*)

Allied-TOA Joint Committee

TO SEEK PARA., WB MEETS NEXT WEEK

Outcome May Determine Allied's Proposal To Solicit Intervention by the Government

By MURRAY HOROWITZ

Meetings with the company presidents of Warner Brothers and Paramount will be sought within the next week by the joint Allied-Theatre Owners of America committee, it was announced here yesterday by Rube Shor, Allied president.



Abram Myers

Shor's announcement came at a trade press conference held at the conclusion of the two-day session of Allied's board of directors at the Hotel Waldorf-Astoria. The announcement also marked the first fruits of the strategy jointly sponsored and pursued by the two national exhibitor organizations.

Abram Myers, Allied general counsel, said that the outcome of the

(*Continued on page 6*)

May Vote on Ohio Censor Bill Today

Special to THE DAILY

COLUMBUS, O., May 25.—In a move which surprised both opponents and proponents, Ohio's proposed new film censorship legislation was readied by the Rules Committee today for a vote by the House tomorrow.

Approved by the House judiciary committee last week, the measure was not expected to be voted upon by the full House before Tuesday or Wednesday of next week. If passed by the House, the bill still must be acted on by the Senate.

Earlier, Senator Charles Mosher, the strongest opponent of censorship in the Senate, warned the I.T.O. of Ohio that if any more objectionable pictures, of which there was an increase after repeal of the state's old censor law, are played in Ohio he will withdraw his opposition to censorship and support the pending bill. The organization said, in consequence, it had received assurances of cooperation from such distributors as Jack Safar of Indianapolis, Harold Hoffert of Cincinnati, Archie Rose of Detroit, and Times Film Corp. of New York.

Aid Poll, Shor Urges Allied

Ruben Shor, president of the Allied States Association, in a statement written for a brochure being prepared by Council of Motion Picture Organizations as an outline of plans for the audience Award poll, urges every Allied exhibitor to participate and give the undertaking his full cooperation.

"National Allied," Shor said, "has

(*Continued on page 6*)

Nemec to Standards Meet in Stockholm

Boyce Nemec, executive secretary of the Society of Motion Picture and Television Engineers, will leave New York on Monday to serve as secretary of the second meeting of Technical Committee 36 on Cinematography of the International Standardization Organization being held in Stockholm from June 11 to 16.

The purpose of this meeting is to

(*Continued on page 10*)

"The Seven Little Foys"

[Paramount] *Hollywood, May 25*
(VistaVision)

BOB HOPE as Eddie Foy and James Cagney as George M. Cohan share one tremendous sequence midway in this smash picture that would guarantee its success if it contained nothing else extraordinary, but it does. It contains seven youngsters portraying Foy's famed progeny in their trouping years with their prodigiously popular parent, and it is packed with humor, song, dance and smart dialogue. Splendid in color by Technicolor and expansive in vast VistaVision, it is sure-fire for big towns and small, old people and young, regardless of season or competition.

Writers Melville Shavelson and Jack Rose, who functioned additionally as director and producer, respectively, get their story off and flying in its first sixty seconds and never slow it down but once—tremendously in that instance to show, with great effectiveness, Foy's wife's death—in their film's lively 95 minutes. They give Hope his full quota of laugh lines, but they spread as

(*Continued on page 7*)

Personal Mention

SAM PINANSKY, president of American Theatre Corp. and of Exhibitors Film Finance Group, is in New York from Boston.

•

ALBERT A. LIST, chairman of the board of RKO Theatres, will leave New York with MRS. LIST next Wednesday for Europe aboard the "Queen Elizabeth," rather than yesterday, as reported here in error.

•

ALFRED STARR, chairman of the executive committee of Theatre Owners of America, has returned to Nashville from New York.

•

JOAN CRAWFORD and her husband, ALFRED STEELE, will sail from here for Europe today aboard the "United States."

•

LEWIS CIANELLI, Italian producer representing Marcello Gerosi and Theodoli Films, has arrived in New York from Rome.

•

NORMAN ROSEMONT, music promotion representative for STANLEY KRAMER, will leave New York today for Chicago and Hollywood.

•

MIKE DE LISIO, handling national magazines for M-G-M, will leave here next week for a vacation in France and Italy.

•

ALBERT LEONARD, 20th Century-Fox manager for Venezuela, is the father of a son born to MRS. LEONARD in New York.

•

W. S. BARRELL, director of the E.M.I. Studios in London, will return to England from New York today aboard the "Mauretania."

•

EDWARD A. CANTER, treasurer of American Theatres Corp., Boston, is recuperating at his Brookline, Mass., home following surgery.

•

MORI KRUSHEN, United Artists exploitation manager, is in Montreal today from New York.

•

JEFF LIVINGSTON, Universal Pictures Eastern advertising manager, left New York yesterday for Chicago.

•

SOL HUROK, producer, and MRS. HUROK will sail for Europe today aboard the "Liberte."

•

FOSTER BLAKE, Universal Pictures Western sales manager, will return to New York today from Chicago.

•

NORMAN HACKFORD, British actor, arrived in New York yesterday from London via B.O.A.C. Monarch.

•

HERMAN KASS, Universal Pictures Eastern exploitation manager, is in Philadelphia from New York.

•

DAVID LEWIS, director of the Paris office of Loew's International, is in New York from France.

Drive-in and Park Purchased by Shea

The Pine Island recreation area in Manchester, N. H., has been purchased by the Shea Theatres interests for a price reported to be in the neighborhood of $200,000, it was announced yesterday.

Gerald J. Shea, president of the firm which operates the downtown theatres in Manchester, announced at the same time that the new enterprise would be under the management of Edward Fahey, former manager of the company's Manchester theatres. Included in the purchase are the Pine Island Drive-in Theatre and all of the amusement park and picnic areas.

Shea disclosed that plans are being drawn up for a complete revamping program at the park including establishment of one of the most modern drive-in theatres in New England. Other changes and innovations are designed to make the famous local landmark one of the most attractive recreation areas of its kind in that part of the country, he said. The matter of service to the community was a controlling factor in acquisition of the property, the feeling being that the amusement park supplemented the drive-in theatre operation in that respect, Shea said.

N. Y. 'Foy' Premiere For Palsy Fund

A Broadway premiere of Paramount's "The Seven Little Foys," starring Bob Hope as Eddie Foy, Sr., will be held for the benefit of United Cerebral Palsy at the Criterion Theatre. The film will be the next attraction at the theatre, where it will follow "The Far Horizons."

Hope, who is national chairman of United Cerebral Palsy, will leave tomorrow for Australia to help promote the cerebral palsy fund drive Down Under. Sparking this drive will be the world premiere of "The Seven Little Foys" at the Prince Edward Theatre in Sydney on June 1.

Jacksonville Drive-In Files Trust Action

JACKSONVILLE, Fla., May 25.—Charging inability to obtain product on an early run, the Main Street Drive-in has filed an anti-trust action in Federal Court, asking $450,000 in damages. Named as defendant was the two-screen Normandy Drive-in.

Mrs. Henry Mendlowitz

PITTSBURGH, May 25. — Mrs. Henry Mendlowitz, mother of Leonard Mendlowitz, "Pittsburgh Sun-Telegraph" movie critic, died in her home at McKeesport, Pa., on May 21 following a stroke. Also surviving are the husband, Henry; a daughter, Ethel, and a son, Morris.

Set Martin-Lewis Event

Dean Martin and Jerry Lewis will be honored at a three-day press-radio-television preview of their latest Paramount picture, "You're Never Too Young," to be held at Brown's Hotel, Loch Sheldrake, N. Y., on June 10-11-12.

'Jury' to Pick Films For N. Y. Art House

Before a new picture is booked at the New Cameo, art house which is slated to open here in the fall, it will have to pass a "jury" of 25 members. The plan, announced by managing director David Fine, calls for the presentation of a prospective picture to the panelists which will be composed of professional, educational, cultural and student groups and the "man in the street." If a majority agrees that a screened picture is worthy, it will be booked. Representatives of New York college film teachers will serve as referees and arbitrators, Fine said.

'To Hell and Back' To Get Military Aid

"To Hell and Back," Universal-International's CinemaScope and Technicolor film production based on the life story of Audie Murphy, America's most decorated war hero, will receive one of the most extensive advance promotional campaigns in the history of the company, according to vice-president David A. Lipton.

The picture, which was produced with the cooperation of the Department of Defense, is scheduled for release in the early Fall.

To provide liaision with the Department of Defense on promotional activities, Charles Simonelli, Eastern advertising-publicity department manager, has designated John Horton, Washington representative, as special Washington co-ordinator of publicity and public relations on the picture. Horton will work under the direction of Philip Gerard, U-I's Eastern publicity manager, in the over-all publicity approach to the military aspects.

Skouras to Receive Degree in Mexico

Spyros P. Skouras, president of 20th Century-Fox, will receive an honorary degree from the University of Mexico during his week-long visit to Mexico City.

The 20th-Fox head will return here next week following talks with top officials of the Mexican film industry concerning CinemaScope production and theatre installations.

Record for 'Soldier'

INDIANAPOLIS, May 25.—What was said to be the biggest opening day gross of the year, $1,972, was registered by 20th Century-Fox's "Soldier of Fortune" in CinemaScope at the Indiana Theatre here, where the Buddy Adler production opened yesterday.

Geo. Skouras Trustee

HOLLYWOOD, May 25.—George P. Skouras, president of United Artists Theatres Circuit, has been elected to the board of trustees of the St. Sophia Greek Orthodox Cathedral here, it was announced today.

News Roundup

Raze Poli Mansion

A demolition crew has started razing the former Sylvester Z. Poli mansion in New Haven. The building was owned in recent years by other interests. During the lifetime of the late Poli Theatres Circuit head, the three-story residence was the scene of many outstanding social events. After Poli's death, many of the costly furnishings were removed to Villa Rosa, Woodmont, Conn., which Mrs. Poli retains as a summer home.

■

Probe 'Jungle'

Admission of juveniles to showings of "Blackboard Jungle" in Seattle contrary to recommendations of the Board of Theatre Supervisors, will be investigated this week. The board will request the appearance of executives of John Hamrick Theatres, Inc., and representatives of the theatre board. The picture had been shown without using the words "Adults only" at the Music Hall Theatre.

■

Open Ohio Drive-in

In-Town Auto Theatre, owned by the Mainview Corp., Chicago, has been opened in Whitehall near Columbus, O. Largest of the 13 Central Ohio drive-ins it has a 1,000-car capacity and a screen 110 by 60 feet. In-car heaters will permit year-round operation. Jerry Shinbach is president of the corporation and Lou Holleb is local manager.

■

'Summertime' to Venice

The world premiere of "Summertime," starring Katharine Hepburn and Rossano Brazzi, will be held on Sunday night in Venice, Italy, where the United Artists release was filmed in its entirety.

Celebrities and correspondents from all over the world will be present at the gala showing.

In the United States, the benefit premiere of "Summertime" will take place at the Astor Theatre in New York on June 21, the first day of summer, with proceeds of the performance going to ANTA's "Salute to France."

Call Ad-Publicity Poll Meet for June 1

HOLLYWOOD, May 25.—Studio publicity and advertising department heads will meet with Elmer C. Rhoden, president of National Theatres, chairman of the COMPO audience awards committee, on June 1 to discuss promotion plans for the national poll.

The national audience awards poll, which COMPO will conduct from Nov. 17 to 27, has been designed to stimulate theatre interest by having the public select the top stars and talents in the industry.

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Johnston Due Here From Coast Tomorrow

Eric Johnston, president of the Motion Picture Association of America, is scheduled to return to his Washington headquarters from Hollywood today and is expected in New York tomorrow. Johnston probably will report to members of the MPAA board of directors while here on his visit to the production community.

While in Hollywood Johnston discussed with the Association of Motion Picture Producers recent criticism of Production Code enforcement and interpretation by the National Legion of Decency and some censorship sources. In a press interview there he gave the Code and its administration a verbal pat on the back.

People

Charles W. Brown, London, Ont., has been reelected chairman of the Canadian Federation of Film Societies. Others elected are: treasurer, **H. P. Brown,** Edmonton; liaison officer, **Dorothy Burritt,** Toronto; evaluation officer, **Betty Zimmerman,** Ottawa; information officer, **Roy Little,** Toronto, and special projects officer, **Jean Beauvais,** Quebec City. Executive members include **Ted Hall,** Toronto. and **Dick Small,** Sarnia.

¤

Leonard Mishkind and **Sam P. Gorrel,** heads of General Theatres circuit, have taken over the Olympia building in Cleveland, including the 1,750-seat Olympia Theatre from L. C. Glaab. Other theatres in their chain are the Detroit, Southern, Garden and Sun in Cleveland and the Orr in Orrvile.

¤

Tom Lucas has sold his Brockway Theatre at Kings Beach, Calif., to **Verne Shattuck** and **Jack Neugebauer.**

¤

Sam Geffen, formerly associated with the National Screen Service sales staff in Buffalo, has joined the Warner Brothers branch there.

¤

Edward Hayes, formerly with Realart Pictures in Atlanta, is now a sales representative for United Artists' Atlanta exchange.

¤

Norris Hadaway, manager of the Alabama Theatre, Birmingham, has been elected president of the Birmingham Advertising Club.

¤

Sam George, former manager of the Paramount Theatre in Atlanta, now is with Bailey Theatres' home office.

Fellows Clarifies Position

NARTB Opposes the Use of Free Channels for Toll TV

From THE DAILY Bureau

WASHINGTON, May 25.—Harold E. Fellows, president of the National Association of Radio and Television Broadcasters, today reasserted his organzation's opposition to pending subscription television proposals.

In his keynote address to the NARTB annual convention, Fellows said he wanted to make it clear that the NARTB was not ducking discussion of the toll TV issue nor was it opposed to all possible forms of toll TV.

"The association has not said it is against subscription television," he declared. "The association has said it is opposed to any form of subscription television which, through the use of channels allocated for free television, will jeopardize the right of the public to receive a full, free service." All proposals now pending before the Federal Communications Commission for authorization of toll TV envisage use of the channels now allocated for free television.

Fellows also declared that the implication that free television cannot provide a fully acceptable program service for every home in the nation "must be measured against the remarkable growth of the medium—in its product and in its acceptance—over the last decade." Toll TV proponents have claimed they would provide the public with many types of programs which are not now available on free television.

The NARTB television board some weeks ago directed the NARTB staff to prepare comments to submit to the FCC against pending toll TV applications. A petition is being circulated at the NARTB convention here to overturn the board's action, but it is given very slight chance of success.

List VV, Product In Para. Brochure

Exhibitors, newspaper editors, film critics and radio and television commentators throughout the country soon will receive in the mail from Paramount branches copies of a multicolored 22-page brochure which calls attention to Paramount's product lineup.

The brochure is entitled, "Paramount Presents Around the World . . . A New World of Entertainment in VistaVision." Two pages are devoted to the critical acclaim that has been given to VistaVision.

Twenty-four completed and currently-filming productions are analyzed and illustrated in this publication that underscores Paramount's product position. Special attention is given to Cecil B. DeMille's "The Ten Commandments," and the producer himself has included in the brochure a factual report on the progress made in filming this picture.

'Itch' Added to Fox June Release List

"The Seven Year Itch" in CinemaScope, 20th Century-Fox release starring Marilyn Monroe and Tom Ewell, has been added to the company's national release schedule for June, bringing to three the number of attractions the company will offer next month.

A Charles K. Feldman Group Productions' presentation directed by Billy Wilder, the film will open on June 3 at Loew's State Theatre in New York. Following its Gotham premiere, the film will bow in key centers of the United States.

The other CinemaScope releases from 20th Century-Fox in June are "Soldier of Fortune" and "The Magnificent Matador."

FPC Dividend

OTTAWA, May 25. — Famous Players Canadian Corp. declared a 37½ cents dividend for the quarter ending June 30, payable on June 29 to shareowners of record on June 3.

Titanus to Produce All-American Film

ROME, May 25. — Titanus Film announced today that "The Story of a Black Cap" will be filmed with American stars, directed by a Hollywood director and from an American script. These production plans were revealed by Goffredo Lombardo, president of Titanus, who said this is probably the first time that a completely American motion picture will be filmed in Italy by an Italian company.

"The Story of a Black Cap" will be directed by Vincent Sherman, from a script prepared by Allan Scott. Richard Conte has been signed for the male lead and Janet Leigh will probably co-star with him. The film will be made at the Titanus studios in Rome in CinemaScope and Eastman color.

Huber Retiring from Fox After 34 Years

Following an association of 34 years with the company, Joseph Huber, 20th Century-Fox Winnipeg branch manager, will retire, effective next Tuesday.

Succeeding him will be Philip Geller, presently special representative in the Dominion, whose appointment as manager is effective on Wednesday.

In disclosing Huber's retirement in a special letter to the field sales organization, executive assistant general sales manager W. C. Gehring writes: "We part company with Mr. Huber with great regret, and I am sure all of his associates in our company join us in wishing him everything good in his retirement."

Set Rathvon Release

Columbia Pictures has set the comedy "Special Delivery," starring Joseph Cotten and Eva Bartok, for early Fall release. The N. Peter Rathvon production was directed by John Brahm from the screenplay by Philip Reisman, Jr., and Dwight Taylor.

Hub Theatres Would Have Bundle Rooms

Special to THE DAILY

BOSTON, May 25.—The Boston City Council adopted a resolution which would have all theatres in the city establish bundle checking desks and reserve a "favorably located section in each theatre for the exclusive use of female patrons during and for some time after shopping hours." When asked the reason for the proposed female segregation, the sponsor, Councilman William J. Foley, Jr., replied, "Women will get the idea." He said his suggestion was among those designed to "make Boston more attractive as a place to seek entertainment."

Nashville Paper Opens Its Columns To Pay TV Debate

Special to THE DAILY

NASHVILLE, May 25. — The Nashville "Tennessean" has opened its columns to a public discussion of "pay-to-see" TV from now until June 9th when the FCC must render a decision on it and Alfred Starr, president of Bijou Amusement Co. and chairman of the board of Theatre Owners of America, immediately emerged as the opposition leader. When Larry Mulhal, head of the local wholesale dealers handling the Phonevision system, issued a statement favoring the adoption of this or some other system, Starr's reply was immediate and vigorous. Mulhal declared:

Co-Existance Called Possible

"Pay-as-you-see TV will bring into the homes first-class box office entertainment for a fairly small fee of 25 cents to $1.00, and it will be entertainment that advertisers cannot afford to sponsor, because of costly production expense that could be covered under the paid television set-up. And it could exist successfully in a limited manner along with free television."

And Starr took it from there:

"That's nonsense. Free television and coin-box television cannot coexist. One must drive out the other to survive. Would anything the public wanted to see remain free if it could be sold for a higher price, as under the pay-as-you-see TV?" He cited as an example that no one would foot the bill for the World Series when it could be sold to the American people "via the slot machine, coin box system for an estimated $25,000,000."

'Infringement,' Says Starr

"The goal of the proponents of pay-as-you-see TV," Starr concluded in his reply to Mulhal, "is to capture the 50 largest mass markets in this country and to pre-empt the choice evening hours when the greatest number of dollars are likely to be put in the slot machines. It's an infringement on the vast and wonderful free TV set-up American people are now enjoying. TV viewers bought their sets with that in mind, not with the idea that they would buy expensive sets and then pay and pay for what they want to see."



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Shor Urges

(Continued from page 1)

been a consistent supporter of the national Audience Awards plan since it was first proposed a year ago. I am, therefore, happy to learn that final arrangements have been made to conduct the poll from Nov. 17 to 27, inclusive, under the national chairmanship of Elmer C. Rhoden. I urge every Allied exhibitor to participate and give this undertaking his full cooperation.

"In asking the public to make its own selection of the best picture of the year, the best performances by male and female stars and the most promising young male and female personalities, we are accepting the verdict of the people who pay admission to our box office and provide us with our livelihood. This is in keeping with the tradition of democracy at work."

Allied Backs COMPO Audience Poll

Allied States Association endorses the Audience Awards poll to be sponsored by the Council of Motion Picture Organizations, Abram Myers, Allied general counsel, reported here yesterday.

He explained that Allied's executive committee has endorsed the planned COMPO poll and top Allied members are participating on the Audience Awards committee.

Wilbur Snaper, a member of COMPO's governing triumvirate, rendered a report on COMPO activities to the Allied board at its meeting here, Myers added.

Seek Joint Conferences

(Continued from page 1)

projected meetings with Paramount and Warner Brothers will be studied by the board for possible reconsideration or advancement of Allied's plan to go to the government for a redress of alleged trade practice grievances. Myers, who sat at Shor's side at the press conference, said that the decision on the "going-to-the-government" move will be rendered within 10 days or thereabouts after the projected Paramount and Warner Brothers meetings.

Similar to Fox Conclave

Shor, in response to a question, said that the projected Paramount Warner Brothers meetings will be similar in character to the joint exhibition committee session with 20th Century-Fox on Tuesday. The Allied president declined to state at this time whether he was satisfied with the 20th-Fox meet, explaining that such a statement should not come from him as an individual but from the joint committee.

Asked why Paramount and Warner Brothers had been selected as the two companies with which meetings are to be sought, Myers called attention to the last report of Allied's Emergency Defense Committee which listed those two companies at the head of the list of "undesirable companies."

Wants Presidents' Assent

Allied president Shor, opening his remarks on this topic, said the meetings would be held, "if possible," implying that the company presidents of Paramount and Warner Brothers has not been approached as yet. In response to a question on whether the joint committee would meet with executive personnel other than the presidents, Shor said the committee would prefer a meeting with the presidents.

Have Been Suggested

The projected meetings with company presidents on an individual basis came about as a result of the demise of the proposed round-table industry conference. In their rejections, made on the advice of legal counsel, many of the company presidents counter-proposed meetings with exhibitors on an individual company basis.

Shor prefaced his remarks by explaining that the Allied board had authorized the Allied contingent, of which he is a member, to the joint exhibition committee to set up a meeting within the next week with Paramount and Warner Brothers.

Myers said "if these meetings are not held, or if not productive of satisfactory results," then the board has directed the general counsel of Allied "to proceed to set the Federal wheels in motion." Both Myers and Shor were firm in stating that Allied remains committed to seeking legislation. It was explained, however, that the Federal regulation commitment was put into the hands of the board, which can determine whether to reconsider.

As Myers put it in response to a question, there can be some "prospecting before staking a claim."

Shor, asked if TOA would go along with Allied in seeking government regulation, responded that he could not speak for TOA. In response to another question, Shor said if the meetings with Paramount and Warner Brothers are successful, conferences with other company presidents will be sought.

'Nothing Permanent'

Questioned as to the permanency of the joint Allied-TOA committee, Shor said that there is "nothing permanent" about the group, indicating that it has a limited function of seeking and conducting meetings with the individual companies.

Questioned as to whether national Allied in its two-day board meeting had adopted a policy of "non-cooperation" with any of the film companies, Shor replied in the negative. He explained that the situation is in a "state of negotiations" now and such a policy has not been adopted.

Rocky Mt. Service Sparks Disney Meet

An Allied group will confer with Buena Vista officials here today on a lack of service complaint in the Rocky Mountain area, it was announced here yesterday by Abram Myers, Allied general counsel.

Myers stated that the Allied Rocky Mountain unit complained of not being serviced by Buena Vista, the distribution agency for Walt Disney Productions. The Allied contingent to visit the company will consist of Wilbur Snaper and Irving Dollinger.

Expansion

(Continued from page 1)

by divorced theatre circuits have "caused a good deal of anxiety" due to the approval by the Justice Department and the Federal District Court in New York. The Allied general counsel went on to say that the consent decrees provide that those circuits may acquire theatres only upon application to and a finding by the court that such acquisition will not restrict or unduly restrain competition.

"We feel," he continued, "that the only manner in which the Department of Justice can fulfill its duty and the court exercise its jurisdiction is for the affected exhibitors to be notified and afforded the opportunity to furnish information as to competitive conditions in such areas."

"These matters are now handled in secrecy by the Department of Justice," Myers charged, "and evidently are presented to the court in chambers so that the exhibitors know nothing about the acquisition until it's an accomplished fact."

The board also passed a resolution protesting the use of government personnel and equipment in feature motion pictures which "are offered to the theatres at such excessive terms as to materially reduce the number of theatres which can afford to show them." Myers, explaining the board's action, stated that the "excessive terms" mitigate against the favorable publicity sought by the government agencies such as the Armed Forces, because the "widest possible circulation" of the film is not obtained.

Will Contact Federal Agencies

All government agencies and officials which may have an interest in this practice will be contacted, Myers stated, adding their cooperation will be sought so that the films in question will get "the maximum circulation."

Trueman Rembusch, co-chairman of the joint committee against toll TV, who was present at the press conference for a short period, was asked to comment on the anti-toll TV campaign. He said "a lot of progress" has been made, but there is still a "long job ahead." Asked about the status of the financing of the campaign, he described it as "all right."

Japan Royal Family Sees 'Star Is Born'

TOKYO, May 25. — The royal Japanese family will attend a public theatre for the first time in history when they appear tomorrow night at the charity premiere of Warner Bros.' "A Star Is Born" at Tokyo's Takarazuka Gekijo Theatre.

Wolfe Cohen, president of Warner Bros. International, today received acceptances from Empress Nagako, Crown Prince Akihito, Princess Chichibu and Princess Suga.

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Arbitration

(Continued from page 1)

further efforts to agree on an arbitration plan.

These officials, who preferred not to be quoted, said they had too much confidence in the integrity and sincerity of the exhibition leaders engaged in the arbitration negotiations to believe that they would abandon the talks in their present stage and after all the time that has been devoted to them over a subject that has not been at issue among the negotiators heretofore.

They pointed out that there has not been any doubt about the distributors' position on the arbitration of film rentals at any stage of the negotiations, which have extended over a period of several years. The TOA negotiators have been fully aware that distributors would not agree to the arbitration of film rentals and had given distribution no indication, prior to Martin's statement to the trade press on Tuesday, that TOA regarded that as an issue.

Appeal Provided

The distribution representatives also commented that under the conciliation provisions of the proposed arbitration plan exhibitors may bring film rentals disputes to exchange managers and may appeal therefrom to home office distribution heads.

Refusing to believe that the indicated TOA reversal meant the abandonment of further arbitration negotiations, some distributors hazarded a guess that the film rentals issue may have been raised as a bargaining point for other concessions which stand a better chance than film rentals of being included in an arbitration plan.

No formal meeting of distribution-exhibition arbitration negotiators is on the calendar now but one could be set at any time and on short notice. The opinion was advanced that some companies or individual distribution executives might be willing to discuss inclusion of film rentals in arbitration but that the issue would be meaningless insofar as an industry arbitration plan was concerned so long as some companies refused to discuss it.

Lichtman Action Praised

It was recalled that Al Lichtman, head of distribution of 20th Century-Fox, recently suggested that film rentals up to $50 be made arbitrable. Most exhibitors countered that the idea was a "step in the right direction."

Allied States withdrew from the industry arbitration negotiations several years ago principally because of distribution's refusal to include film rentals as a matter for arbitration. In recent months, TOA more and more has been following the "Allied line," trade observers note.

WB 6-Month Net

(Continued from page 1)

ending Feb. 26, is equivalent to 84 cents per share on the 2,474,280 shares of common stock outstanding or reserved for exchange on Feb. 26. The net profit for the corresponding period last year was equivalent to 65 cents per share on the 2,474,346 shares of common stock then outstanding or reserved for exchange.

Film rentals, sales, etc., for the six months ending Feb. 26, amounted to $35,079,000 as compared with $34,059,000 for the corresponding period last year.

"The Seven Little Foys"

(Continued from page 1)

many more among his able associates—George Tobias as his booking agent, Angela Clarke as his sister-in-law, Milly Vitale as his Italian wife, and all seven junior Foys. This wide distribution gives Hope better background against which to exercise his talent than he's had in years, and he gives what may be his all-time best performance.

Shavelson and Rose do not rely on nostalgia or other ready-made props in presenting their version of Foy's life and times. Neither do they utilize the Foy brogue, although Charley Foy, whose off-screen voice is heard frequently in narrative commentary that is richly humorous in its own right, lends touch of Erin for Irish ears. Neither does their picture depend solely upon documentary accuracy for general appreciation, although Hope's songs include such unforgettables as Bert Williams' "Nobody" and such standards as "Chinatown," "Smiles," "Mary Is A Grand Old Name" and "Yankee Doodle Boy." On the contrary, their picture is so completely contained within itself, and so wholly informative as to time and place without seeming to try to be, that today's youngsters needn't ever have heard of Eddie Foy to queue up before 1955 box offices as if he were George Gobel.

The Hope-Cagney sequence referred to above is performed in the Friars Club with Cagney, as Cohan, presenting an award to Hope, as Foy, both going thereafter and forthwith into Cohan and Foy dance routines that everybody has always believed nobody but Cohan and Foy could handle correctly. Everybody was wrong, and Cagney and Hope are as right as the cash customers who'll buy tickets to see them.

Running time, 95 minutes. General audience classification. Release in July.

WILLIAM R. WEAVER

4 Start, 4 Finish; 30 Films in Work

HOLLYWOOD, May 25.—With four pictures starting and the completion of four others the total number of pictures in work remained at 30.

Started were: "Battle Hell," Chester Prods., Superscope (Filmakers); "Man to Man" (Republic); "The Indian Fighter," Bryna Prods., CinemaScope, color (United Artists); "Giant," George Stevens Prod., CinemaScope, WarnerColor (Warner Bros.).

Completed were: "Trial," CinemaScope (Metro-Goldwyn-Mayer); "A Time Remembered," Technicolor (Universal-International); "The Darkest Hour," Jaguar Prods., CinemaScope, WarnerColor, and "Pete Kelly's Blues," CinemaScope, WarnerColor (Warner Bros).

Miss Knopp Heads Houston WOMPI

HOUSTON, May 25. — Laura Knopp, assistant manager of the River Oaks Theatre here, was elected president of the Women of the Motion Picture Industry of Houston at an organizational meeting at the Sakowitz Sky Terrace.

Other officers of the recently formed group are: Mrs. Ethel Kirby, Bluebonnet Express, first vice-president; Mrs. Kent McGuire, Southwestern Theatre Equipment Co., second vice-president; Miss Janet Thompson, Columbia Pictures, secretary; Miss Rose Canter, G. A. White Express, treasurer.

$500,000 Ad Budget For 'Boy and Bull'

HOLLYWOOD, May 25. — King Brothers have raised the national advertising and exploitation budget on "The Boy and the Bull," their $2,000,000 CinemaScope-Technicolor production, to $500,000, they announced yesterday. Now in its final editing stages, "The Boy and the Bull" will be released by RKO in August. The increased budget will be used for trade papers and special TV promotional efforts.

Buffalo Theatre Cancels 'Sinbad'

BUFFALO, May 25.—The downtown Century Theatre here which had booked Howard Hughes' "Son of Sinbad," cancelled the booking this week. No public explanation was offered. The picture has been given a Production Code seal but has been condemned by the National Legion of Decency. RKO Radio, the distributor, is setting a new booking locally for early next month.

Meanwhile, the Very Rev. Msgr. Edward S. Schwegler, diocesan director of the Legion of Decency, has announced that any showing of the picture in Buffalo's larger downtown or neighborhood theatres or in communities in Western New York will be protested.

Bercal, Inc., Leases Parsons, Hartford

HARTFORD, May 25.—In keepng with their intention to expand their amusement properties, Bernie Menschell and John Calvocoressci, principal officers of the Community Amusement Corp. and Manchester Drive-In Theatre Corp. of Hartford, have leased the 1,167-seat downtown Parsons Theatre from the Maurice Greenberg interests for a minimum of 10 years, and will relight the house on June 1 with "a mature film policy, augmented by selected stage productions."

Menschell and Calvocoressci have filed a certificate of incorporation for Bercal, Inc., their third corporation, which will be in charge of operation of the Parsons.

Church Services at 2nd Albany Drive-In

ALBANY, May 25. — A second Albany area drive-in, Alan Iselin's Auto-Vision at East Greenbush, is to be the scene of Sunday morning services. Worship will be conducted there at 8:30 a.m. from June 19 through Sept. 4, under the joint auspices of the United Churchmen of Rensselaer-Greenbush and the Greenbush Clergy Club.

TENT TALK

Variety Club News

BOSTON—Robert J. O'Donnell, general manager of Interstate Circuit, Texas, will be toastmaster at the banquet in the Imperial Ballroom of the Hotel Statler here on June 20, when Dr. Sidney Porter will present the Great Heart Award to Rudolph F. King, Massachusetts Registrar of Motor Vehicles and treasurer of the Children's Cancer Research Foundation.

△

SEATTLE—Theatre men in Seattle, led by Glen Haviland, have met to organize a Variety Club tent. Some 100 theatre owners and executives have signified their intention of joining.

△

ALBANY, N. Y.—The annual Variety Club golf tournament will be held on June 6 at the Shaker Ridge Country Club in Colonie. The tournament will be followed by a dinner, at which the prizes will be awarded. Committee of arrangements consists of Norman Jackter, Kenneth Farrar, Nate Winig and Aaron Winig.

△

MILWAUKEE—Wisconsin Variety Club, Tent No. 34, held a luncheon in their club rooms this week. The full attendance heard Sam Kaufman report on the national convention.

Braves Night will be held at the County Stadium on June 17, when Milwaukee plays the New York Giants.

△

BOSTON—Judge John Pappas, president of the Suffolk Downs Racing Association, has set aside and invited members, wives and friends of the Variety Club of New England to be his guests on Thursday afternoon, June 2, at the Paddock Club, East Boston. In a similar setup to last year, Judge Pappas again will be host at a cocktail party and luncheon, and each member will receive a free daily double ticket.

Mexico Planning More U.S. Exchanges

MEXICO CITY, May 25.—Establishment of more exchanges for Mexican pictures is planned for the U. S., Europe and the Near East by Cinex, the semi-official company that controls distribution of Mexican films abroad, according to Mario Highland, the Cinex sub-manager, as he left for Los Angeles, which will be his base for the supervision of Mexican picture exhibition along the American Pacific coast.

Cinex counts upon more exchanges to increase revenues of Mexican producers by widening exhibition of their pictures, Highland explained. Mexican pictures now earn more than $2,000,000 yearly from exhibition in 550 theatres stateside, he said. Their distribution is controlled by exchanges in New York City, Chicago, San Antonio and Los Angeles, he said.





Now audiences sit entranced ...sirens of the sea all around

They're there with their stars—within touching distance—*almost!* That's the thrill big-screen shows give as *nothing else in the entertainment-world ever has!* Part of it comes from size, of course; much of it is illusion; all of it is the result of new technics in production, processing and projection . . . technics which the Eastman Technical Service for Motion Picture Film is proud to have helped develop. Branches at strategic centers. Inquiries invited.

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137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

961 Firms Serve TV Film Industry

Size of the film industry serving television is indicated in the fact that 961 TV film companies are detailed in the latest "Who's Who and What's Where At TV Film Producers and Distributors," published by the Broadcast Information Bureau.

Julienne (Judy) Dupuy, who has edited the mass of statistical material, points out that 122 firms are important enough to require two pages in the compilation, and that 360 firms which devote themselves practically 100 per cent to filming commercials, are included.

Stockholm

(*Continued from page* 1)

establish international standards to aid in the continued interchangeability of film among various nations of the world. More than 40 delegates from Belgium, Czechoslovakia, France, Germany, Italy, Mexico, the Netherlands, Sweden, the United Kingdom, and the United States are expected to attend.

The United States delegation, headed by Dr. Deane R. White of du Pont, will offer eight American standards and proposed standards on cinematography as possible items for the meeting's agenda. These include dimensions for 35mm. motion picture film, alternate standards for either positive or negative raw stock, dimensions for 8mm. motion picture film, dimensions for 35mm. motion picture short-pitch negative film, cutting and perforating dimensions for 35mm. motion picture negative raw stock, dimensions for 200-Mil magnetic sound tracks on 35mm. and 17½mm. motion picture film, dimensions for 100-Mil magnetic coating on single perforated 16mm. motion picture film, magnetic coating, 16mm. magnetic photographic sound record and 4-track magnetic sound for 35mm. film.

In addition to attending the meetings in Stockholm, Nemec will visit motion picture studios and equipment manufacturers in England, Holland, Germany, Switzerland and France. He will return to New York on July 5.

New Pact for TV Film Script Writers

HOLLYWOOD, May 25. — The four major studios engaged in television film production, Columbia, Republic, 20th Century-Fox and Warner Brothers, have signed a two-year contract, retroactive to Nov. 17, 1953, with television writers employed on films produced for free TV, it was announced by the Writers Guild West.

The minimum salaries for the TV film writers, which was ratified by the Guild, run from $120 for 15 minute teleplay to $1.805 for an hour-long story and teleplay.

The contract provides for additional payment of 100 per cent of the minimum rate to a writer of a telefilm which is released from theatrical exhibition anywhere in the world, and also provides for additional payments if a film is released on TV more than two times as covered in the basic minimum. The motion picture rights to a TV story remain with the writer, unless the producer purchases them through a paid negotiator provided by the Writers Guild West.

Television--Radio

with Pinky Herman

MUSIC in the tense Thirties and fabulous Forties, unlike today which finds individual singers charting the trends, was easily the most dominant factor in radio, and top-ranking orchestras were sought by agencies and networks. Thus, Jackie Gleason Enterprises has CBSet up a program "America's Greatest Bands" to summer replace "The Jackie Gleason Show," starting Saturday, June 25. With Paul Whiteman, permanent emcee, some of the featured music makers include Sauter-Finegan, Ted Weems, Rudy Vallee, Les Brown, Charlie Spivak, Phil Spitalny, Bob Crosby, Hugo Winterhalter, Percy Faith, Tony Pastor, Les Elgart, Count Basie, Tex Beneke, Ralph Flanagan and Xavier Cugat. . . . Irwin Zucker, former drum beater for Decca, Coral and MGM records, has opened his own flackery. . . . When Jack Paar noticed his namesake entered in the first race recently at the Garden State Race Track in Camden, he arranged to have the event filmed. The two-year-old equine galloped to an easy victory and paid 18.80-9.60-6.60. . . . Du Mont's TV 186 hours of on-the-spot coverage of the Army-McCarthy Senate hearings, was cited for "distinguished service in the field of public service in television journalism" by Sigma Delta Chi at the fraternity's banquet last week at the Waldorf-Astoria Hotel here.

☆ ☆ ☆

Latest TV headliner to join the songwriting fraternity (which includes Jackie Gleason, Milton Berle, Mickey Rooney, Donald O'Connor and many others) is Sid Caesar whose ballad, "Was That You?" has just been released on the Victor label, sung by Tony Alamo with Joe Reisman's ork. Tony, a graduate of Majar Records, is headed for big things. . . . Bill Coleman profiles lark Betty Madigan in next month's issue of "American Weekly," tabbing her "The outstanding new songstress of the year." . . . Robert Montgomery's presentation last Monday TVia NBC of "The Drifter" proved a thriller. A different kind of "western," the performances turned in by Zachary Scott and Sally Gracie, as the "two unwitting partners of a stage-coach company," were tops. . . . Nick Matsoukas, publicity & exploitation director for Magna Theatre Corp., may take a well-deserved bow for a masterful piece of timely flackery. Four national magazines, namely, "Good Housekeeping," "Cosmopolitan," "American Magazine" and "Compact," each will carry feature articles on the forthcoming Rodgers & Hammerstein Todd-AO production, "Oklahoma," co-starring Gordon MacRae as "Curly" and Shirley Jones as "Laurey."



Sid Caesar

☆ ☆ ☆

Four years or so ago, this scribbler had occasion to make a tour of the mid-South and while in Charlotte, N. C., was WBThrilled by the smooth, velvet delivery of the station's newscaster, Joe Given. Soon after, when Joe visited New York, we arranged for him to meet Ralph Weil who immediately signed him to a WOV contract. A few short months and Joe was recalled by the Army (he served as a captain and saw active service in World War II) serving for three years in Germany. Given is now back in New York and radio and TV execs should grab this talented, experienced and fine young artist. . . . Fred M. Thrower, veep and gen. manager of WPIX, was elected to the WGN board of directors. . . . Arthur Godfrey will CBSalute his tenth year as a nighttime network star Wednesday, July 13, with a special hour show. Launched as a sustainer July 2, 1946, "Godfrey's Talent Scouts" snared Lipton Tea as a sponsor and has been selling the late Sir Tom's amber liquid ever since. . . . Jack Barry has finally found a CBSponsor for his fine kiddie series, "Winky Dink." Ideal Toys Corp. will pick up the tab for 52 Sunday shows, starting Sept. 25. . . . Radio Pioneers last night presented its Hall of Fame Award to Pat Weaver, at the annual dinner held at the Shoreham Hotel in Washington. Citation was for the NBChief's "brilliant leadership and imaginative concepts which have added a new dimension to radio and TV."



Joe Given

Marton Says U.S. Has Privileged Class, Too

Special to THE DAILY

PALM SPRINGS, May 25.—In recounting his "Seven Wonders Of The World" location junket through the Far East before the Boosters Club here, Andrew Marton drew a parallel between the U.S. and certain Asian countries where patrons are charged according to their caste or social status.

"In America," the director stated, "all the choicest theater seats are occupied exclusively by a privileged class—the ones who got there first!"

3,800-Mile Radio Relay for Canada

By M. L. SCHWARTZ

OTTAWA, May 25.—Canada is to have a microwave-radio-relay system across the continent and the 3,800-mile "skyway" for TV, longest in the world, will be built by the Trans-Canada Telephone System which is made up of the major Canadian telephone systems.

Revenue Minister Dr. J. J. McCann announced in the House of Commons here that the Canadian Broadcasting Corp. will contract to use these radio-relay facilities for a continent-wide TV network. The system will also provide many new long distance telephone voiceways from coast to coast.

It will require 137 radio-relay stations to cross the continent. The section linking Toronto, Ottawa, Montreal, and Quebec City, with spurs to Kingston, Peterborough and Buffalo, N. Y., is already in operation. It is planned to complete other sections between fall of 1956 and early in 1958.

CBS in Newsfilm Deal With UK TV

CBS Newsfilm has been named supplier of filmed news coverage of North and South America and the Far East to Independent Television News, Ltd., of England, it was announced jointly by Aidan Crawley, editor of I.T.N., and Sig Mickelson, CBS vice-president in charge of news and public affairs.

I.T.N. is the news programming company set up by contractors responsible for England's new commercial television. The announcement adds Great Britain to the list of Newsfilm customers which now includes television stations in Japan, Italy, Sweden, Denmark, Mexico, Cuba, Puerto Rico, Venezuela, Alaska and Hawaii.

MMPTA to Host D.C. Secretaries

Metropolitan Motion Picture Theatres Association will entertain the Congressional Secretaries Club during its visit to New York on June 3, 4 and 5.

The Capitol, Paramount, Radio City Music Hall and Roxy theatres will play host to the 160 members of the club making the trip.

Walter P. Kennedy, head of the Congressional delegation, has received an invitation from the Council of Motion Picture Organizations to make the COMPO offices here the group's headquarters during its visit.

MOTION PICTURE DAILY'S BOOKING CHART

ALLIED ARTISTS

LAS VEGAS SHAKEDOWN
Dennis O'Keefe
Coleen Gray
Thomas Gomez
Charles Winninger
77 min.
(Release 5/8/55)

SKABENGA
(Documentary)
61 min.
(Rel. 5/29/55)

LORD OF THE JUNGLE
Johnny Sheffield
Wayne Morris
Paul Picerni
Leonard Mudie
Nancy Gates
69 min
(Rel. 6/12/55)

DARK VENTURE
Frank Lovejoy
Forrest Tucker
Peggie Castle
Timothy Carey
82 min.
(Rel. 6/19/55)

COLUMBIA

(May Releases)

THE END OF THE AFFAIR
Deborah Kerr
Van Johnson
John Mills
D—106 min.
(Rev. 4/13/55)

TIGHT SPOT
Ginger Rogers
Edward G. Robinson
Brian Keith
97 min.

CELL 2455, DEATH ROW
William Campbell
Robert Campbell
Marian Carr
Kathryn Grant
D—77 min.
(Rev. 4/14/55)

SEMINOLE UPRISING
(Color)
George Montgomery
Karin Booth
74 min.
(Rev. 4/25/55)

(June Releases)

A PRIZE OF GOLD
(Color)
Richard Widmark
Mai Zetterling
(Rev. 5/16/55)
103 min.

FIVE AGAINST THE HOUSE
Guy Madison
Kim Novak
(Rev. 5/13/55)

CREATURE WITH THE ATOM BRAIN
Richard Denning

LIPPERT

(May Releases)

"AIR STRIKE"
Richard Denning
Gloria Jean
Don Haggerty
67 min.

"PHANTOM OF THE JUNGLE"
Jon Hall
Ray Montgomery
Anne Gwynne
75 min.

(June Releases)

"KING DINOSAUR"
Bill Bryant
Wanda Curtis
59 min.

"THE LONESOME TRAIL"
Wayne Morris
John Agar
Marcia Dean
Edgar Buchanan
73 min.

M-G-M

(May Releases)

THE PRODIGAL
(Color)
Lana Turner
Edmund Purdom
Louis Calhern
Tania Elg
114 min.
(Rev. 3/28/55)
CS

THE MARAUDERS
(Color)
Dan Duryea
Jeff Richards
Keenan Wynn
Jarna Lewis
80 min.
(Rev. 4/15/55)

(June Releases)

LOVE ME OR LEAVE ME
(Color)
Doris Day
James Cagney
122 min.
(Rev. 5/23)
CS

MOONFLEET
(Color)
Stewart Granger
Viveca Lindfors
George Sanders
87 min.
(Rev. 5/12/55)
CS

PARA.

(May Releases)

STRATEGIC AIR COMMAND
(Color)
James Stewart
June Allyson
Frank Lovejoy
D—110
(Rev. 3/31/55)
VV

HELL'S ISLAND
(Color)
John Payne
Mary Murphy
Francis L. Sullivan
D—84 min
(Rev. 5/3/55)
VV & PS

(June Releases)

THE FAR HORIZONS
(Color)
Fred MacMurray
Carleton Heston
Donna Reed
108 min.
VV & PS

REPUBLIC

THE ETERNAL SEA
Sterling Hayden
Alexis Smith
Dean Jagger
103 min.
(Rel. 5/5/55)

SANTA FE PASSAGE
(Color)
John Payne
Faith Domergue
Rod Cameron
90 min.
(Rel. 5/12/55)

I COVER THE UNDERWORLD
Sean McClory
Joanne Jordan
Ray Middleton
70 min.
(Rel. 5/19/55)

DON JUAN'S NIGHT OF LOVE
Raf Vallone
Sylvana Pampanini
(Rel. 5/26/55)

(June Releases)

THE ROAD TO DENVER
(Color)
John Payne
Mona Freeman
Lee J. Cobb
City of Shadows
Victor McLaglen
John Baer
Kathleen Crowley

FLAME OF THE ISLAND
(Color)
Yvonne DeCarlo
Zachary Scott
Howard Duff

THE GREEN BUDDHA
Wayne Morris
Mary Germaine

DOUBLE JEOPARDY
Rod Cameron
Gale Robbins
Alison Hayes

RKO

(May Releases)

BRINGING UP BABY
(re-release)
Katharine Hepburn
Cary Grant

I REMEMBER MAMA
(re-release)
Irene Dunne
Barbara Bel Geddes
Oscar Homolka
119 min.

(June Releases)

SON OF SINBAD
(Color)
Dale Robertson
Sally Forrest
Lili St. Cyr
Vincent Price
88 min.
(Rel. 6/1/55)
SS

THE BIG STREET
Henry Fonda
Lucille Ball
88 min.
(Re-release)

WAKAMBA
(Color)
65 min.
(Rel. 6/29/55)

20TH-FOX

(May Releases)

DADDY LONGLEGS
(Color)
Fred Astaire
Leslie Caron
Terry Moore
Thelma Ritter
126 min.
CS

THE ADVENTURES OF SADIE
(Color)
Jean Collins
Knneth More
George Cole
88 min.

THAT LADY
(Color)
Olivia DeHavilland
Gilbert Roland

(June Releases)

THE SEVEN YEAR ITCH
(Color)
Marilyn Monroe
Tom Ewell
CS

SOLDIER OF FORTUNE
(Color)
Clark Gable
Susan Hayward
CS

MAGNIFICENT MATADOR
(Color)
Maureen O'Hara
Anthony Quinn
(Rev. 5/18/55)
95 min.
CS

UNITED ARTISTS

(May Releases)

KISS ME DEADLY
Ralph Meeker
Cloris Leadman
105 min.

ROBBER'S ROOST
George Montgomery
82 min.

TIGER AND THE FLAME
Modi
Mehtab
97 min.

TOP OF THE WORLD
Dale Robertson
Frank Lovejoy
90 min.

(June Releases)

SUMMERTIME
(Color)
Katharine Hepburn
Rossano Brazzi

THE BIG BLUFF
John Bromfield
Martha Vickers
Robert Hutton
70 min.

THE SEA SHALL NOT HAVE THEM
Michael Redgrave
Anthony Steel
Dirk Bogarde
91 min.

ALBERT, R.N.
Anthony Steel
Jack Warner

OTHELLO
Orson Welles
Suzanne Cloutier
93 min.

UNIV.-INT'L

(May Releases)

CULT OF THE COBRA
Richard Long
Marshall Thompson
Faith Domergue
82 min.
(Rev. 3/22/55)

REVENGE OF THE CREATURE
John Agar
Lori Nelson
82 min.
(Rev. 3/15/55)
3-D

THE LOOTERS
Rory Calhoun
Julie Adams
Ray Danton
(Rev. 4/11/55)
87 min.

(June Releases)

THE MAN FROM BITTER RIDGE
(Color)
Les Barker
Mara Corday
Stephen McNally
80 min.

ABBOTT AND COSTELLO MEET THE MUMMY
Bud Abbott
Lou Costello
79 min.
(Rev. 5/3/55)

THIS ISLAND EARTH
(Color)
Jeff Morrow
87 min.
(Rev. 4/4/55)

WARNERS

JUMP INTO HELL
Jack Sernas
Kurt Kasznar
Arnold Moss
(Rev. 3/31/55)
93 min.
(Rev. 3/31/55)
(Rel. 5/14/55)

THE SEA CHASE
(Color)
John Wayne
Lana Turner
David Farrar
118 min.
(Rev. 5/12/55)
(Rel. 6/4/55)
CS

TALL MAN RIDING
(Color)
Randolph Scott
Dorothy Malone
Peggie Castle
83 min.
(Rev. 5/11/55)
(Rel. 6/18/55)

Keys: SYSTEM: CS—CinemaScope; VV—VistaVision; SA—SuperScope (anamorphic print); 3D—two prints; 3D(1)—single strip.

SOUND: Ss—Four track magnetic stereophonic sound; Ss(2)—Separate stereophonic sound print; Ps—Perspecta optical directional sound; Ms—single track magnetic sound; Os—standard optical sound.

Letters denote the following: (D) Drama; (M) Musical; (C) Comedy; (O) Outdoor action; Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 104 NEW YORK, U.S.A., FRIDAY, MAY 27, 1955 TEN CENTS

EDITORIAL

Allied-TOA Wooing

Pulitzer Film Prize?

By Sherwin Kane

BEYOND the fact that representatives of Allied States and Theatre Owners of America met here jointly on Monday and, on Tuesday jointly met with 20th Century-Fox executives to discuss exhibition's current grievances and to petition relief, there was no solid development to indicate whether or not we are witnessing the birth of a new era in trade relations in which exhibitors, through united action, are to wield greater power and, hence, effectiveness, than was possible in the days of unilateral exhibitor organization procedure.

•

The heads of 20th-Fox have reserved decision, pending consultation and review, on the granting of the petitioned concessions.

The heads of Allied States and TOA have reserved decision, pending meetings to be sought with the heads of Paramount and Warners, and perhaps others later, on whether their grievances will be taken to the doorstep of some Federal office in the hope of embarrassing those with whom they do their trading in film.

•

As of the moment then, nothing solid has emerged from those initial essays in joint exhibitor action. A start has been made. It is too early to appraise its worth or effectiveness, or even to hazard a guess whether this current reign of harmony between two erstwhile spirited rivals will endure. Allied's board of directors, at least, served notice at the conclusion of its meetings here this week that while it may have lost its heart, it has not for one moment lost its head.

This, said the board, is no time to talk of a merger between Allied and TOA.

Perhaps in attempting to assay the worth of the first joint exhibitor

(*Continued on page 2*)

Allied-TOA Joint Committee to Press For Para., WB Meetings Here Next Week

Efforts to effect a meeting with Paramount and Warner Brothers will start here next week as key members of the joint Allied-TOA committee, the group seeking the meeting "at the summit," left New York yesterday for their respective headquarters.

A Paramount official, questioned on Paramount's reaction to the joint exhibition committee announcement, said that Paramount, as of yesterday, had not been approached. Warner Brothers executives could not be reached for comment.

The joint committee, acting on the counter-proposals of a number of company presidents, will now seek conferences on an individual company basis. The counter-proposals were made when the companies, acting on advice of counsel, rejected the proposed industry round-table conference.

Allied States Association president Rube Shor announced the committee's determination to seek a meeting with the presidents of Paramount and Warner Brothers within a week.

E. D. Martin, president of TOA and a member of the joint committee, left here yesterday for Columbus, Ga., and Myron Blank, of TOA and the committee, departed for Des Moines.

Pinanski Reports Progress

EFFG to Start Production Parleys by Late Summer

By LESTER DINOFF

By late summer or early fall, the Exhibitors Film Financial Group will be ready to sit down with "people who know how to make films" to begin its primary objective of motivating more product into the market, Sam Pinanski, president of American Theatres Corp. of Boston, said here yesterday.



Sam Pinanski

Pinanski, who is president of the Theatre Owners of America - sponsored EFFG and also honorary chairman of the board of the national exhibitor organization, stated in an inter-

(*Continued on page 6*)

New SDG Theatre To Have Adjustable All Media Screen

From THE DAILY Bureau

HOLLYWOOD, May 26. — The theatre in the new Screen Directors Guild Building, to be completed on June 5, is believed to be the first theatre in the world to be equipped with an adjustable screen capable of accomodating VistaVision, CinemaScope and Todd-AO processes, in addition to regular media, SDG president George Sidney disclosed.

A Raytone Super Hilux screen, produced by Raytone Screen Corp., in conformity with specifications worked

(*Continued on page 7*)

See Record Turnout At N.J. Allied Meet

Allied Theatre Owners of New Jersey announced yesterday that to date the number of reservations for its annual convention, which is again being held at The Concord, Kiamesha Lake, N. Y., on June 21-22-23, ex-

(*Continued on page 7*)

Tax Provision Repeal Bill Passes Senate

From THE DAILY Bureau

WASHINGTON, May 26. — The Senate passed a bill to repeal retroactively two important provisions in last year's tax revision law.

The provisions deal with prepaid income and expense reserves. The Treasury asked for repeal, claiming they would give business greater tax advantages than originally believed.

The House has already passed the bill. The Senate version differs in one

(*Continued on page 7*)

95 to 10 Vote

Ohio House Passes New Censor Bill

Measure to Senate Next; Committee Hearing Seen

Special to THE DAILY

COLUMBUS, O., May 26. — The House, by the overwhelming margin of 95 to 10, today passed the new state censorship bill.

The measure will now go to the Senate where it will be referred to the Education Committee some time next week. The committee is expected to hold hearings on the bill prior to a vote, but its schedule is known to be crowded and delay in action on the measure would not be surprising.

State Senator Charles A. Mosher is chairman of the Education Committee and is one

(*Continued on page 7*)

Disney 6-Mos. Net $430,048

From THE DAILY Bureau

LOS ANGELES, May 26.—Gross income of Walt Disney Productions and domestic subsidiaries for the six months ended April 2, first half of the current fiscal year, totaled $9,876,175, an increase of $5,544,348 over the $4,331,827 reported for the corresponding period a year ago, presi-

(*Continued on page 7*)

Court of Appeals Upholds 5% Tax

Special to THE DAILY

ALBANY, N. Y., May 26. — The Court of Appeals today unanimously upheld the legality of the New York City five per cent tax on theatre admissions, and collection of 'breakage.'

The decision, expected by the N. Y. City trade, is largely academic. The last session of the legislature enacted changes in the enabling law which legalized some of the main points on which the exhibitors had based their suit to void the law, or collection of the tax 'breakage.'

Personal Mention

AILEEN BRENON, of Brenon and Morgan Associates, returned to New York this week from Madrid. At the same time, her partner, HELEN MORGAN, left here by plane for the Spanish capital.

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MORGAN HUDGINS, of the M-G-M studio publicity department, is scheduled to return to New York on Tuesday following six weeks in England and Pakistan.

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RICHARD FROHLICH, publicity director of ASCAP, and MRS. FROHLICH will leave here tomorrow by plane for England and the Continent.

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SAM PINANSKI, president of American Theatres Corp., has returned to Boston from New York.

•

MICHEL RAY, British child actor, sailed for England from New York yesterday aboard the "Liberte."

•

SHERRY O'NEIL left here for Bermuda yesterday via B.O.A.C.

•

LOTHER WOLFF, producer, has returned to New York from Indonesia.

Pinanski Hopes For Round Table

Hope for an industry roundtable conference between exhibition and distribution to discuss mutual problems was held out here yesterday by Sam Pinanski, president of American Theatres Corp., who stated that he personally deplored any exhibitor move to ask the Federal government to regulate the industry.

"As an individual, I hope that exhibition never goes to the government for relief on the film rentals situation, because once film prices are regulated, we can expect that admission prices also will be regulated," Pinanski declared.

"We all should sit down in a conference and try to come to an amicable, sensible solution of our problems because if we can't run our own business, how can we expect the government to do properly?" Pinanski asked.

Buena Vista Visit

The meeting of the Allied group with officials of Buena Vista will take place today, it was stated here. The meeting initially was slated for yesterday. The Allied contingent, to be led by Wilbur Snaper, is acting on complaints of service in the Rocky Mountain area.

No Paper Monday

MOTION PICTURE DAILY will not be published Monday, May 30, which is Memorial Day, a legal holiday.

Will Build New Patronage

Goldenson Sees Compo Poll Creating New Young Stars

In a statement endorsing Council of Motion Picture Organization's national Audience Award poll and promising the cooperation of Paramount circuit theatres, Leonard Goldenson, president of American Broadcasting - Paramount Theatres, Inc., expresses the belief that the poll will stimulate the development of new young stars for the motion picture screen.

The statement, which will be printed in the COMPO brochure on the poll, says:

"COMPO's national Audience Award poll is the first step in what I hope will be a long range program for the creation of a new army of motion picture patrons. It deserves the active support and cooperation of every exhibitor interested in the future of our great industry.

Cites Population Growth

"I am particularly interested in that part of the program which plans to publicize and grant awards to the most promising young male and female stars. Census Bureau figures indicate that within the next decade, the population of persons between the ages of 10 and 24 will increase by 44 per cent, and within this age group lies our greatest opportunity for developing a new motion picture audience. In order to attract these young people into our theatres we must develop new young stars with whom they may grow up just as our older generations of movie patrons grew up with such former stars as Mary Pickford, Douglas Fairbanks, Joan Crawford, Clara Bow, Ronald Colman, John Gilbert and many others.

"The results of this poll should be of invaluable aid to exhibitors in planning their future programming and to producers and distributors in their selection of future themes and casting.

Theatres Will Aid

"All Paramount theatres will be asked to participate in both the nominations, which are conveniently spread over three release periods, and in the voting itself. They will cooperate with other theatres in their area in local promotions and publicity. I am hopeful that at least 10,000 theatres of the country will participate. We must make this poll one of the greatest elections ever held in this country."

Hartford Turns Out For 'SAC' Debut

HARTFORD, May 26.—State and city officials and Air Force officers were hosted by Harry Browning, district manager, New England Theatres, Inc., and Ray McNamara, Allyn Theatre manager, at tonight's Connecticut premiere of "Strategic Air Command."

A helicopter flew the theatre's print from New York early this morning, and Air Force police were stationed in the theatre lobby. WAFs served as usherettes, and Browning and McNamara released balloons containing theatre passes just prior to the last performance this evening.

Pinanski for One Exhibitor Group

Exhibitors have just as much right to have a "union" as an employee of a company according to Sam Pinanski, president of American Theatres Corp., who yesterday stated that a merger of Theatre Owners of America and Allied States would be "wonderful for exhibition."

Pinanski said that he favored one, big national exhibitor group because of the advances which could accrue from it.

Editorial

(*Continued from page* 1)

action of modern times, then, the cautious and the skeptical should be content with the comment made recently by exhibitor leaders in connection with Al Lichtman's proposal that disputes involving film rentals up to $50 perhaps should be made arbitrable.

That, said the exhibitor leaders, is a step in the right direction.

• •

COLUMBIA UNIVERSITY plans a Parnassus of sorts on Morningside Heights where all the arts will be at home in the rarefied air of culture's capital—Gotham. Admitted to the select circle, it was made known this week, are the communication arts, those very same motion pictures, television and radio that the loftier humanities have been wont always to jeer but seldom to cheer.

We of the motion picture industry will be asked for cooperation of varied kinds in the establishment and administration of the new school of communication arts.

It would seem to be an appropriate time, as Jack L. Warner suggested recently, for another branch of Columbia University activity to admit, at long last, the motion picture to recognition in the field of the Pulitzer prizes, in the company of such lofty arts as newspapers, earthy novels and tart stage plays.

AFM Convention in Cleveland Monday; Petrillo to Preside

Special to THE DAILY

CLEVELAND, May 26.—The 58th annual convention of the American Federation of Musicians, AFL, will open here on Monday, with president James C. Petrillo, presiding. The four-day business session will be highlighted by Petrillo's verbal report to the opening meeting Monday afternoon. Brigadier General David Sarnoff, chairman of the board of the Radio Corp. of America, will address the convention on Tuesday.

Approximately 1,200 delegates representing 698 musicians' locals in the United States, Canada, Puerto Rico, Alaska and Hawaii will gather at the Auditorium to elect officers and transact the legislative and policy-making business of the 59-year-old AFL international union.

Tax Repeal on Agenda

Major business of the convention is expected to center around the union's drive for repeal of the Federal 20 per cent cabaret amusement tax, which it insists is the most discriminatory of all the wartime excise taxes and a severe job deterrent to the music profession. First findings of a national research program designed to document a case for presentation to the Congress showing the tax to be an uneconomic source of insignificant Federal treasury revenue will be presented at the convention.

Officers, delegates and their wives, numbering nearly 2,000, will be welcomed by Lee Repp, president of Cleveland's 59-year-old Musicians' Association, pioneer Local No. 4 of the A. F. of M. Extending the official welcome for the city of Cleveland will be Mayor Anthony Celebrezze. Michael Lyden, president of the Ohio State Federation of Labor, will be joined by Phil Hanna, secretary-treasurer of the state organization and by William Winegan, secretary of the Cleveland Federation of Labor, all of whom will speak at the opening session.

Landon Named V-P Of Olmsted Studios

Harry F. Landon has been named vice-president of Olmsted Sound Studios here, service recording organization, it was announced by Henry Olmsted, president.

Landon, who recently spent five years as an executive in the service recording field, will be in charge of all sales, service and promotion activities for the Olmsted firm.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"LOVE ME OR LEAVE ME"
in CINEMASCOPE and COLOR starring
DORIS DAY • JAMES CAGNEY
An M-G-M Picture
and Spectacular Stage Presentation

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CBS Will Finance TV Tastes Study, Says Dr. Stanton

From THE DAILY Bureau

WASHINGTON, May 26.—In a talk before the television members of the National Association of Radio and Television Broadcasters here today, Dr. Frank Stanton, president of Columbia Broadcasting System, said that CBS would underwrite the cost of a nationwide study of what the public wants and expects of television.

CBS would form the committee "to be composed of distinguished members of the public representing the arts, religion, labor, industry, education, social and political scientists and television critics." After the committee has been formed the CBS connection with it would cease and it would be the committee's responsibility to "denominate the areas and methods it chooses for major investigation."

Urges 'Closer Inspection'

During his talk on "The Role of Television in Our Society," Dr. Stanton said: "The policy of 'giving the public more and more of what it likes' is no longer good enough because it no longer goes far enough. Television could scarcely have gotten started by giving the public what it didn't like—but the day for a closer inspection of the relationship between television and its enormous public is now, in my opinion, at hand."

Twin Cities 'Sinbad' Shifted to Drive-in

MINNEAPOLIS, May 26. — The RKO-Howard Hughes "Son of Sin-Bad," given a "C" rating by the Legion of Decency, will get its upper midwest premiere at the June 4 opening of Al Aved's new 1,400-car Luck-Twin Drive-in Theatre south of Minneapolis.

Fay Dressell, RKO's Minneapolis branch manager, said today that he has granted Aved an "exclusive" first run for an indefinite period at the Lucky-Twin after the picture was cancelled out of its bookings at the two RKO Orpheum theatres in Minneapolis and St. Paul. Dressell said that he had other non-circuit bookings for "Son of Sinbad" but declined to give the names or playdates.

RKO is backing up the "Sinbad" date with a heavy posting of 24-sheets in the Twin Cities and it was understood that there will be a television campaign next week.

This is the second time that Aved and RKO have gotten together on a drive-in first run. A year ago Aved bought "French Line" for the 100-Twin drive-in with which he was then associated after it was cancelled out of a downtown first run because of L. of D. and Production Code Authority troubles.

Publicists to Honor Smith at His Home

HOLLYWOOD, May 26. — The illness which caused the Publicists Guild to cancel its Tom Tom Luncheon, at which Pete Smith was to be honored, is not critical, his physician indicated, although it requires rest.

Guild officers will present the Tom Tom Award to Smith at his home instead of at luncheon ceremonies as has been previously planned.

At NARTB Convention

ABC President Says Toll TV Not in Public Interest

From THE DAILY Bureau

WASHINGTON, May 26.—The public thumb will always be the final judge of television fare, and the nation's viewers, advertisers and industry deserve free and accessible TV outlets in all areas, Robert E. Kintner, president of the American Broadcasting Company, said today in an address before the TV management conference of the National Association of Radio and Television Broadcasters.



Robert Kintner

Noting that the business of television—just in the start of its growth—has created in a few short years a multi-billion dollar industry for the American economy (including plants, suppliers, sales, and electric power) to serve about 35,000,000 American homes, Kintner strongly opposed groups and movements which would limit its progress.

He criticized the present allocations of very high frequency (VHF) channels which, he said, create "monopoly and duopoly" in 165 market areas of the country. He described this as "the major problem of the television business" and urged immediate action by the FCC and Congress to remedy it.

Sees Public Misled

He charged that the proponents of fee-paid television were misleading and confusing the public in their attacks on sponsored programs and said toll television eventually would lead to "a more limited use of television facilities that would not be in the public interest." He cited an ABC survey in such key cities as Baltimore, Los Angeles and New York which showed that about half of the people interviewed thought toll TV referred to "special shows" and that those who really understood subscription TV were against it.

But Kintner said the greatest TV problem now was "accessibility." "The problem of the lack of acceptable available television stations, in order that the public may receive a variety of programs easily, is our principal business problem.

"It is the principal private problem of millions of people within the country," he added, "and in my judgment, it is the most pressing public problem of the Federal Communications Commission and the Congress."

He made three specific recommendations "to alleviate the situation":

"First, the FCC can and should act more speedily to end the very substantial monopolies where allocations are now available but no final action has been taken. I refer to such major markets as Boston, New Orleans, Miami, Pittsburgh and St. Louis where viewers are being deprived of some of the best fare in television due to the continuing monopoly situations.

"Second, speedy action in consideration of what we call 'drop-ins'—allocation to communities of stations whose coverage area could deliver an outside signal to present monopoly markets.

Asks Frequency Shifts

"A third partial solution, which would require very careful consideration from a sociological point of view, involves consideration of switching of educational very high frequency (VHF) allocations in certain markets to commercial operation. The educational stations could be allocated the ultra high frequencies (UHF). While it is easy politically to support educational allocations, as it is easy to oppose sin, all of us here know how few educational allocations have been actually put to use. The overall public interest is better served if an honest appraisal is given to the efficacy and the public interests of the present educational allocations.

"The basic question is not one of benefit to any one network, or benefit to any one station applicant. It is the simple question of how the television channels of America can best be used."

Stay Issued Against 'Munchausen' in U.S.

HOLLYWOOD, May 26.—Federal Judge William C. Mathes today issued a preliminary injunction restraining distributors Levinson & Finney from exhibiting the German-made "Munchausen" here. The jurist had taken the matter under submission on March 29 following cancellation of a local opening on the ground the picture was the property of the U. S. Custodian of Alien Property.

The court ruled that the U. S. Attorney General's finding to that effect is binding on distributors.

Extras to Meet Sunday

HOLLYWOOD, May 26. — The Screen Extras Guild will hold its annual membership meeting on Sunday night. Present officers are unopposed for reelection.

Federation Award To 'Day of Triumph'

PHILADELPHIA, May 26. — "Day of Triumph" was honored today with an award presented by the motion picture division of the General Federation of Women's Clubs at its national convention here where it presented its annual awards.

Included on the list of distinguished motion pictures, "Day of Triumph" received the award for "Spiritual Values."

Confirm Title Conflict

HOLLYWOOD, May 26. — Three Motion Picture Title Registration Bureau arbiters today upheld the protest by William and Edward Nassour against King Brothers' use of "The Boy and the Bull" as a title because, it was agreed, it conflicts with Nassour's "Emilio and the Bull."

Mayer Finds Little Progress in Film Production Abroad

"Anything the film producer abroad can do, we can do better here," Arthur L. Mayer, veteran exhibitor, former executive vice-president of the Council of Motion Picture Organizations, author and distributor of foreign films, said yesterday on his return to New York after two months in Europe.



Arthur Mayer

"If American film craftsmen set out to make a so-called 'European-type' picture, they are just as likely as not to emerge with a 'Marty.' And now we have Italian producers planning to imitate our production standards by scheduling high-budget, multi-star ventures," Mayer observed.

Visited Six Countries

"Every time I return from a visit abroad I'm more enthusiastic than ever about American film production, its accomplishments and its potentials," he said. Mayer visited England, France, Italy, Greece, Turkey and Israel.

He reported that good foreign productions are increasingly more difficult to come by, that their frequency decreases while the numbers of those on the lookout for them increases. Mayer said he acquired no films while abroad but left behind bids for several which he believed had some possibilities in the American market.

The producers abroad are not turning out "artistic, distinctive," films which we, in this country, term as "art" pictures, Mayer said. "Pictures like 'Bicycle Thief,' 'Open City' and 'Anna' are no longer being made because the English, French and Italian producers are "imitating Hollywood's spectacularism," he stated.

Says Quality Has Declined

The supremacy in "art" pictures can no longer be claimed by the overseas film maker who turned out "unusual" or "experimental" pictures for the U.S. market, Mayer said. "The decline in quality film making abroad is boosting the product of other nations such as Israel," the former exhibitor said.

Mayer said that his contacts with film industries abroad never fail to impress him with the amity which exists between the distribution and exhibition branches, contrasted with the almost endless controversy which is characteristic of the same branches here.

"Why, over there exhibitors and distributors love each other," Mayer said.

Films Popular in Israel

He reported that the enthusiasms of the Israeli people for motion pictures is apparent at every turn and impressed him tremendously. "If we could transpose some of that enthusiasm," Mayer said, "it would solve all the problems of the American exhibitor today. I would say that at least 90 per cent of the people in Israel are theatre-goers—real movie fans."

WORLD PREMIERE

LOEW'S STATE, N.Y., JUNE 3

the industry's most ex

followed by

CENTER, DENVER, JUNE 11

ALLEN, CLEVELAND, JUNE 15

ASTOR, BOSTON, JUNE 15

CENTURY, BUFFALO, JUNE 15

CHINESE, L.A., JUNE 17

— and soon across the nation!




itting boxoffice news!
tch
AVAILABLE EVERYWHERE FOR JULY 4th
BILLY WILDER
WILDER AND GEORGE AXELROD
Released by 20th CENTURY-FOX
"It's a pleasure to do business with 20th!"

People

Spotswood C. Foster, Jr., a Du Pont photographic technical representative in the New York district, has been named assistant export sales manager in the company's photo products department, Wilmington, Del.

¤

Myrtle Parker was installed as president of the Charlotte WOMPI club in charter night ceremonies held in the Hotel Charlotte. She and the other new officers were installed by **Scott Lett**, manager of the Screen Guild Exchange here, who urged them to "promote goodwill both inside and outside the film industry."

¤

George L. Oakley has been appointed manager of Bell & Howell's professional engineer division, and **Everett F. Wagner** as manager of its optical division in Chicago.

¤

Mrs. Joseph Chase has been named president of the Motion Picture Council of Greater Cleveland. Other officers are: **Mrs. F. C. Chapman**, vice-president; **Mrs. C. S. Walter**, treasurer; **Mrs. J. C. Prutton**, recording secretary, and **Mrs. L. F. Williams**, corresponding secretary.

¤

Sam Lichter, 20th Century-Fox salesman in Cleveland, will be host to the members of the Cleveland Salesmen's Club at a picnic to be held at his home on June 25. **Irving Marcus**, National Screen Service salesman, is in charge of arrangements.

¤

Norma Cole has resigned as treasurer of the Jacksonville chapter of Women of the Motion Picture Industry. **Genell Beaumont** of the Paramount exchange has replaced her.

Wometco Starting 2 Theatre Projects

MIAMI, May 26.—Wometco Theatres has started construction on a 750 car drive-in on Davie Boulevard in Ft. Lauderdale, Fla., tentatively called the Davie Boulevard Drive-In. According to Van Myers, superintendent of construction, this latest addition should be part of the circuit by Labor Day.

The 27th Avenue Drive-In is being enlarged with the addition of 120 speakers bringing capacity to 870 cars. In the Wometco sector in Nassau, plans are in the making for a new conventional type house of 750 seats to be styled in colonial type architecture. This makes it six for Wometco in Nassau.

Florida's Dade County commissioners approved building permits for two new drive-in theaters with the proviso that construction is completed within nine months. Variety Club's international chief barker George C. Hoover filed for a 1,000-car drive-in and George Wilby was the second applicant.

Review

"The Private War of Major Benson"

(Universal-International) *Hollywood, May 26*

THE whole family will love this good, clean fun film. Charlton Heston proves himself a master at comedy in the title role, which has him treating students, aged 6 to 15, at a military academy, conducted by an order of nuns, with the same strict discipline he practiced in the regular army for 15 years.

Under the capable direction of Jerry Hopper, Tim Hovey, smallest member of the student body, earns plenty of laughs and emotional reactions, with Tim Considine and Sal Mineo, two of the older boys, furnishing impressive performances as adolescents.

The preview audience at Warners' Beverly Theater gave strong indication that Howard Pine's color by Technicolor production is destined for important playing time.

Hopper's direction also draws top laugh results in building whimsical situations with William Demarest, caretaker at the academy, and Nana Bryant, who plays the Mother Superior at the institution. Attractive Julie Adams provides the love interest for Heston in a role that sets her up as the resident doctor of the school.

William Roberts and Richard Alan Simmons' screenplay, based on the original story by Joe Connelly and Bob Mosher, plies the character of Major "Charlton" Benson with a sincerity of purpose in developing men for the army in rugged, blistering style. The major's participation in company maneuvers and the handling of his charges is more popularly associated with enlisted men of the "tough sergeant" variety.

Heston's talking out of turn to a reporter about the milk-toast treatment of rookies incites top brass "Pentagonians" into demanding re-assignment or discharge from service, leaving it up to Heston's personal friend, General Milburn Stone. Stone gives him a chance to redeem himself by training students at a military academy, whose Reserve Officer Training Corps rating is in danger of being lost.

The major suffers the consequences when he discovers the students are mere neophytes. The boys develop a dislike for his tactics to the point of submitting a petition for his dismissal. Despite his romantic inclinations toward Miss Adams and the fact that he learns that the Mother Superior happens to be Milburn Stone's sister, he tries to get another assignment. Stone threatens his dismissal from the army if he doesn't complete his job at the academy.

The petition almost takes effect, but the students find a change of heart when they discover the major's decision to withhold information that would bring shame to one of their group. They work doubly hard in training for the parade drill that makes the major proud of his work and assures the academy of its R.O.T.C. rating.

Running time, 100 minutes. General classification. For release in June.

SAMUEL D. BERNS

42 Films Acquired By WCBS-TV

WCBS-TV has acquired a group of 42 full-length feature films, including the David O. Selznick release, "The Fallen Idol," for first-run-in-New York television showings, it was announced by William C. Lacey, manager of the station's film department.

Twenty-six of the films in the package, which is being distributed by National Telefilms Associates, are J. Arthur Rank productions. "At least 20 of these films have been released in the United States through such companies as United Artists, Universal Pictures and Eagle Lion," Lacey said. "As a group, they represent the finest J. Arthur Rank productions yet made available to television."

The films, most of which were released theatrically in the United States in 1948 or after, will first be seen on WCBS-TV's "The Early Show" and "The Late Show" starting in September.

In addition to the 26 J. Arthur Rank films, the remaining 16 features include a dozen purchased from M. and A. Alexander for "The Early Show" and "The Late Show" starting next October. All were produced in Hollywood, and all but one, "It's a Wonderful Life," were released to theatres in the early 1950's. Among the Hollywood films are "The Man on the Eiffel Tower," "The Lady Says No," "Sword of Monte Christo," "Try and Get Me" and "Queen for a Day."

Glowmeter Status Continues 6 Months

BUFFALO, May 26. — Federal Judge Harold P. Burke has continued for six months the status of Glowmeter Corp. of North Tonawanda as bidder in possession at a meeting of creditors.

Corporation filed petition for reorganization under Chapter XI of the Federal Bankruptcy Act on Sept. 14. It listed debts of $973,558, assets of $408,329 and cash on hand of $19.09.

Owen B. Augspurger, Jr., attorney for the corporation, also has obtained permission from Judge Burke for an arrangement involving sale of the Glowmeter plant by auction. It is understood that this auction will be conducted next month.

The Glowmeter Corp., Augspurger explained, will hold the auction for the purchase of the plant which it considers among its assets.

The arrangement was worked out with Harold A. Tracy of Norwich, owner of the property, with all proceeds of $231,000 or less going to Tracy, but any sum in excess of that amount to go to Glowmeter.

A corporation, which is making moving picture material, under subcontracts, is seeking a new plant of about 3,000 square feet in Western New York, Augspurger said.

While the corporation was authorized to continue in business until Nov. 23, another meeting of creditors has been scheduled by Judge Burke for Sept. 26.

EFFG

(Continued from page 1)

view yesterday that "EFFG has divided the United States into exchange areas so that regional chairmen can approach exhibitors in each territory in an attempt to revitalize contributions and subscriptions."

The regional chairmen, Pinanski said, will shortly be appointed and will acquaint all exhibitors with the facts about EFFG. While declining to reveal the total number of stock subscribers to EFFG to date, the exhibition leader said that "better than one half of the states in the union have provided stockholders. A number of cities are over-subscribed. Principal independent theatre owners, in Boston and other cities, are over the top."

In All States but Three

EFFG is registered in every state with the exceptions of Maine, Vermont and New Hampshire, he said.

"One solution to industry problems is that we (exhibition) shouldn't try to teach distribution how to run its business. But due to the economic structure of this industry, we should try to invite others into our business, which is a lucrative one, to secure more product."

Pinanski stated that he was "very much gratified" with EFFG results thus far as "we have embarked on the project in a dramatic manner. We are going about this program in a quiet, efficient business-like way. We'll get it done, then talk about it.

"Once our definite schedule is set whereby the product shortage will be solved, EFFG can say that it is a definite part of the industry — an insurance set-up for exhibition," Pinanski said. The head of EFFG, an organization which was organized to underwrite film production, said that all exhibitors are cognizant of the shortage of product today and realize the need for a finance group.

Discusses 'Divorced' Circuits

In reply to a question about divorced theatre circuits' interest in EFFG, Pinanski said: "No divorced theatre circuits have purchased stock in EFFG as yet. It is my hope that some way will be found, legally, for them to enter. If a proper and legal way can be found, it is my sincere opinion that the U. S. Government will allow them to subscribe to EFFG in consideration of the industry's welfare. However, EFFG could get off the ground without divorced theatre circuit subscriptions."

A meeting of EFFG directors was held at the TOA headquarters here on Wednesday. Attending were Pinanski, president and director; Myron Blank, secretary and director; E. D. Martin, vice-president and director; Walter Reade, Jr., director; and Herman Levy, general counsel for TOA.

2,500-Car Drive-In By M & R in Chicago

CHICAGO, May 26.—Plans are underway for a new $750,000 drive-in theatre in the Chicago area, it was announced by M & R Theatres. In stating that it had signed a 25-year lease for the old Quarry site at 31st and Cicero, M & R said the theatre is to be called the Bel-Air and that it will have a capacity of 2,500 cars. "Walk-in seats" will be a feature. One thousand lawn chairs will have a center location.

Ohio House

(Continued from page 1)

of the most outspoken opponents of censorship in the legislature. He is, to all practical purposes, leader of the opposition to the proposed new bill.

Even should the measure pass the Senate, be signed by Gov. Lausche and become law, film distributors and exhibitors are not likely to find its provisions as onerous as the old censorship law which was declared unconstitutional by the courts.

License Expense Cut Radically

The present measure slices the annual distribution expenditure for review board licenses from approximately $250,000 paid under the old statute to an estimated $40,000 to $50,000 from the new schedule of fees.

In addition, the criteria for banning a film are so drawn that practically nothing produced by Hollywood that was not patently liable to police action could be refused a license under the new measure. Moreover, a film could be banned only by the advisory board of three which would be appointed by the Governor, and that action could be taken only after open hearings at which the producer-distributor or his representative was present. The "star chamber" sessions at which films were banned by the old censor board are out.

Time does not appear to be too great a factor in the fate of the new bill since the legislature plans to remain in session throughout June and to return in July following a two weeks adjournment. However, the exceptionally crowded committee calendar needs to be kept in mind.

Move Against Obscenity

The House also approved H.B. 712 to ban the sale of obscene comic books and the exhibition of obscene films to children under 18. The vote was 124-3.

The House defeated without a record vote an amendment to H.B. 29, the new film censorship bill, which would have required censorship only of films shown to those under 18.

'55 'Screen Father' Citation to Kaye

Danny Kaye, star of Paramount's "Assignment: Children" and forthcoming "The Court Jester," yesterday was named "Screen Father of the Year" by the National Father's Day Committee at its 20th annual award luncheon at the Waldorf-Astoria Hotel here.

Unable to attend the luncheon in person to receive the committee's George Washington Medal because he now is in London filling an engagement at the Palladium Theatre, Kaye acknowledged the honor in a brief film that was made prior to his departure for England.

Before the audience that included celebrities from all walks of life, Alvin Austin, director of the National Father's Day Committee, cited Kaye for his "paramount qualities as an entertainer, high record as a human being and because of his fostering the cause of children, particularly with the United Nations' Child Welfare Agency, UNICEF, as documented in 'round the world scenes in the Academy Award-winning Paramount picture, 'Assignment Children.'"

Few Editorial Writers, But Many Others Tackle Subject of Film Content Criticism

In the week following Eric Johnston's Hollywood press conference highlighted by his declaration that the Production Code Authority does not "feel it necessary to make concessions to any group," in reply to a question concerning his reaction to recent criticism of some film content, editorial comment by metropolitan newspapers has been lacking.

There has, however, been no lack of publicity, feature stories and personal comment. Among the latter was H. I. Phillips' syndicated column in Scripps-Howard newspapers yesterday, headed "So This Is Cooperation." Said Phillips, in part:

"Mothers, fathers, churchmen, civic workers, juvenile delinquency workers and others terribly concerned about the lessons children get from blueprinted criminal routines in the movies obtain little comfort from Eric Johnston in his answer to widening pleas for a hand in the fight to save the kids. In his first statement in months, the film czar himself seems to adopt a routine of violence, swinging with both fists at all hopes for support, breaking a chair over the head of organized church criticism and using the jagged bottle on the widely held idea that some valiant cooperation from his office would be welcome around the old homestead."

Disney Net

(Continued from page 1)

dent Roy O. Disney said today in a letter to shareholders. The company's 1954 annual report to shareholders pointed out that gross film rental income for the current year is not comparable with that of prior years because of the recent adoption of the policy of distributing certain pictures through a wholly-owned subsidiary, Buena Vista Film Distribution Co., Inc.

Considerably Above Last Year

After all charges, consolidated net profit for the six months ended April 2, last, was $430,048, equal to 66 cents per share on the 652,840 shares of common stock outstanding. This compared with a profit of $283,662, or 43 cents a share for previous year.

Walt Disney Productions' new hour-long television program entitled "The Mickey Mouse Club" will be telecast five days a week between 5:00 and 6:00 P.M. in each time zone beginning on Oct. 3, the report said. "Disneyland," the company's current weekly television show will continue on Wednesday evenings and is now estimated to be reaching in excess of 50,000,000 viewers every week.

Discussing this medium, Disney said, "As we review our entrance into television we feel that it has proved to be a powerful factor in the exploitation and marketing of our motion pictures. Television is growing everywhere and we anticipate its increasing importance to us, not only at home but throughout the world."

Disney Park Opens July 18

Disneyland Park in Anaheim, Calif., will be previewed nationally over the ABC network on a 90-minute live telecast on July 17. The telecast will be sponsored by American Motors, Swift & Co. and the Gibson Art Co., three of the more than 40 American firms which will be represented in Disneyland as exhibitors or concessionaires. On the following day, the park will be opened to the public, the report stated. Walt Disney Productions which already holds $500,000 in stock of Disneyland, Inc., will increase its investment in that company by an additional $1,250,000. American Broadcasting - Paramount Theatres is also making an additional investment in the new company proportionate to its stock holdings therein.

SDG Screen

(Continued from page 1)

out by engineering experts in all three processes, is controlled by a frame 30 by 54 feet, constructed by Henry Grussing of B. F. Shearer Co., which permits deepening of the screen curvature from three to 11 feet. The construction embodies eight locking racks, to facilitate curvature, and springs at the bottom and sides of the frame. Complete details and specifications are to be made available following completion of the installation.

Cooperating in the development were Loren Ryder, Paramount; Joe Halperin, 20th Century-Fox; Mike Todd and Skippy Sanford. The project was headed by architect Arthur Froehlict and SDG executive secretary Joe Youngerman.

Tax Revision

(Continued from page 1)

slight respect, however, and the measure must go back to the House for House approval of the change. The Senate provided that firms whose taxes are increased as a result of the repeal should have until Dec. 15 to pay the extra taxes without interest or penalty. The House had originally set the date at Sept. 15.

Fox Sets Mammoth 'Itch' Air Campaign

One of the largest TV and radio advertising campaigns in 20th Century-Fox history, a massive program totalling 1,100 radio and 200 TV spot announcements, has been scheduled for "The Seven Year Itch" in CinemaScope which opens at New York's Loew's State Theatre on June 3, it was announced yesterday.

Getting under way today the saturation airwaves campaign will blanket the metropolitan area, Westchester, New Jersey and parts of Connecticut over the Memorial Day holiday weekend, all of next week and concluding the following Sunday, to realize an audience penetration in excess of 27,500,000.

Programming of announcements, on an around-the-clock basis, will hit all segments of the viewing and listening audience with word of the film's opening, averaging to five messages daily among several millions in the three-state area.

N. J. Allied

(Continued from page 1)

ceeds by far their original estimated attendance.

All facilities of The Concord will be made available to the convention, it was said. There will be a continuous program of sports and entertainment — golf, swimming, health club, all-star Broadway shows, etc. Special entertainment has been planned for the ladies, the announcement stated.

A cocktail party will precede the banquet which will be held at the close of the convention on June 23.

Conn. Drive-In Suit Settled Out of Court

HARTFORD, May 26.—The case of the Torrington Drive-In Corp., against Theodore Zolli, Torrington, Conn., has been settled out of Superior Court, with terms of the $50,000 suit not disclosed.

The drive-in group had sought the sum, claiming breach of contract and faulty construction work when the theatre was built five years ago. Plaintiff's witnesses had testified there were landslides from nearby embankments which clogged the gutters and led to faulty drainage conditions.

Defense counsel claimed there was no breach of contract because plans and specifications which the plaintiff was to provide under terms of the contract were never supplied.

Fire in Allentown House

ALLENTOWN, Pa., May 26.—A general alarm fire here caused an estimated $100,000 damage to the Midway Theatre and Building. Firemen got the theatre blaze under control in about two hours.

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 105 NEW YORK, U. S. A., TUESDAY, MAY 31, 1955 TEN CENTS

Full Amount

Senate Group Votes U.S.I.A. Big Film Fund

Appropriates $4,484,000; Floor Vote Seen Today

From THE DAILY Bureau

WASHINGTON May 30. — The Senate Appropriations Committee has voted to give the U. S. Information Agency's film program all the money it sought for the coming year, a sizable increase over the present year.

The committee approved the full budget request of $4,484,000 for the Motion Picture Service for the fiscal year starting July 1. This year the service is operating on a budget of $3,087,000, and the House had cut the request for the coming year to just $3,000,000.

The appropriations bill comes up on the Senate floor tomorrow. If the Senate approves the full appropriation, as is expected, the final figure

(*Continued on page* 4)

Retire Shares of RKO Theatres

From THE DAILY Bureau

WASHINGTON, May 30. — RKO Theatres has retired 583,977 shares of its common stock, already owned by the company, the Securities and Exchange Commission was informed here.

The company reported to the SEC that on April 11, it reduced its capital from 3,914,913 shares of common stock at $1 per share par value to 3,330,936 shares. The certificate of incorporation, the report continued, does not prohibit the reissue of the 583,977 shares so retired and such shares under the laws of the State of Delaware have the status of authorized and unissued shares.

Settle and Dismiss Suit Against JRO

A breach of contract suit brought by Charles V. Yates against the J. Arthur Rank Organization for $1,950,000 and $680,000, respectively, was dismissed and settled, with prejudice, in New York Federal Court.

Yates had charged in July, 1952, that he had had a contract with JRO for the distribution of 44 pictures in one group and 40 pictures in another and that Rank had failed to deliver them.

See New Moves for Rep. 'Holder List

New moves to gain access to the list of Republic Pictures stockholders by the dissident group led by Bernard Smith, Jr., a director, are expected shortly in the wake of last week's board meeting.

The board, at its meeting, elected Ernest A. Hall, of Ft. Lauderdale, Fla., as a director. The board meeting, which also voted declaration of a dividend on preferred stock, was described by some of the participants as "stormy." At the meeting, Smith was said to have requested the list of stockholders, a request which management was said to have rejected. Smith could not be reached for comment.

The board declared a regular dividend of 25 cents per share on preferred stock, payable on July 1 to stockholders of record at the close of business on June 10.

The new director Hall, said to be sponsored by management, was formerly president of Hall Manufacturing Co. of Toledo, O., makers of automotive products.

Congressional Record Gets Toll-TV Data

From THE DAILY Bureau

WASHINGTON, May 30.—Two statements in opposition to subscription television have been placed in the Congressional Record by Democratic Congressmen.

Rep. Mack (D., Ill.) inserted the text of the anti-toll-TV resolution passed by the CBS television affiliates at their meeting in New York last Thursday. Rep. Rooney (D., N. Y.) inserted a critical column written by James O'Neill, motion picture critic for the Washington "Daily News." O'Neill refers to subscription television as "the most sensible idea since prohibition."

Shor Voices Hope For New Meetings

Allied States president Rube Shor expressed hope that the joint exhibition committee's proposed meetings with Paramount and Warner Brothers will be effected this week.

Shor, who left for his Cincinnati headquarters for the Memorial Day weekend, said he would return to New York this week for the proposed joint Allied-TOA meets with the company presidents. On another point, Shor said the recent meeting of the Allied States board accepted the newly-formed Kentucky affiliate as the 23rd Allied unit.

Cites Benefits

Audience Poll Support Urged By Compo Trio

Wilbur Snaper, Sam Pinanski and Al Lichtman, co-chairmen of the Council of Motion Picture Organizations, in an introductory statement in the COMPO brochure on the national Audience Awards poll, urge every exhibitor to enlist his theatre in the Audience Awards election.

"Aside from its enormous public relations benefits for our industry," the statement says, "the Audience Awards, in our view, will mean heightened public interest in pictures and a definite enhancement of the

(*Continued on page* 4)

From 'Breakage' Fund

$600,000 Now Due From NYC Theatres for Tax

By LESTER DINOFF

New York City exhibitors will have to turn over to the municipality some $600,000, held apart in a "tax breakage" fund, which was reported but not turned in with the quarterly tax payments since the five per cent amusement tax's inception on July 1, 1954, according to a representative of the City Tax Collectors Office.

The Court of Appeals in Albany unanimously upheld last week the legality and constitutionality of the impost, reversing an Appellate Division decision which supported exhibitor contentions. The Supreme Court ruled last February that the five per cent tax exceeded the state limitation and that the city was without power to collect any "major fractions" from the tax.

Local exhibitors, those who had applied to the Special Term, Queens

(*Continued on page* 4)

Second Round Due

See Gov't Issue Still Dividing TOA and Allied

Find TOA Unmoved Now To Switch Its Held Policy

By MURRAY HOROWITZ

The apparent reluctance of Theatre Owners of America to join Allied States on the "going-to-the-government" issue was pointed up here, as organized exhibition prepared for a proposed second round of conferences with individual companies this week.

Trade observers contend that TOA, as an organization, is not ready at this point to join in on Allied's plan to seek Federal regulation of film rentals. This observation, it was pointed out, does not rule out a switch in TOA policy at some future date.

However, industry observers argue, if such a switch were contemplated, it would have become evident during last week's series of meetings of the joint Allied-TOA committee. The TOA contingent, led by president E. D. Martin, gave no indication of such a change either in commenting

(*Continued on page* 5)

Schenck Resigns Post With Magna

Joseph M. Schenck has resigned as board chairman of Magna Theatre Corp., it was announced here.

Schenck, it was stated, will retain his post as board chairman of United Artists Theatre Circuit, which owns a large interest in Magna.

Meanwhile, no date has yet been set for the opening of "Oklahoma!" at the Rivoli Theatre here, although previously announced plans told of a summer premiere.

Magna, which owns the distribution rights to "Oklahoma!", has the majority interest in the Todd-AO Corp., the licensing agency for the new process.

Gebstaedt Named Republic Ad Mgr.

The appointment of Andy Gebstaedt to the post of Republic Pictures advertising manager was announced at the weekend by Steve Edwards, director of advertising and publicity.

Gebstaedt has been production manager for the past eleven years, and, prior to his Republic affiliation, was in the printing industry.

Personal Mention

PAUL N. LAZARUS, Jr., Columbia Pictures vice-president for advertising-publicity, and RAY MURRAY, acting exploitation manager, will arrive in Hollywood today from New York.

•

JOE CORDERO, president of Trans-Continental Films, became a grandfather with the birth of a daughter to CAPT. and MRS. JOSE A. CORDERO in Carlisle Hospital, Pa.

•

HUGH OWEN, Paramount distribution vice-president, will arrive in San Francisco today from New York. He will visit Seattle and Portland later this week.

•

ERIC A. JOHNSTON, president of the Motion Picture Association of America, returned to Washington at the weekend from New York.

•

A. MONTAGUE, Columbia Pictures vice-president in charge of distribution, will return to New York today from a vacation abroad.

•

ROBERT GRAHAM, Paramount's manager for Argentina, Uruguay and Paraguay, and MRS. GRAHAM will arrive in New York by ship today from Buenos Aires.

•

SOL SHAPIRO, a director of the William Morris Agency, returned to New York from London on Saturday via B.O.A.C. Monarch.

•

RUSSELL HOLMAN, Paramount Eastern production manager, returned to New York on Saturday from the Coast.

•

WOLFE COHEN, president of Warner Brothers International, arrived in Los Angeles at the weekend from Japan.

•

MAX E. YOUNGSTEIN, United Artists vice-president, will return to New York today from Hollywood.

Golf Tourney Prize Donors Announced

Initial prize donors for the fourth annual film industry golf tournament sponsored by Cinema Lodge of B'nai B'rith at the Vernon Hills Country Club at Tuckahoe, N. Y. on June 9th, were announced at the weekend by Martin Levine, chairman of the tournament.

William German, Inc., has donated the prizes for the foursome winners and National Screen Service for the foursome runner-up as in the previous three tournaments.

Other initial prize donors include Artcraft-Strauss, Donahue and Coe, Monroe Greenthal, John J. O'Connor, Gilliams and Rubin, Raytone Screen, Max A. Cohen, American Seating Co., Movielab Film Laboratory, the Coca-Cola Bottling Co., ABC Vending Corp., Ted Ebenstein, Neumade Products, National Theatre Supply and trophies from Jack Alicoate, Michael Levy and George Hornstein.

Settle Old Fox Theatres Claims

Trustees of the old Fox Theatres organization approved the settlement of all claims against it by stockholders and creditors for $100,000 at the weekend. The order was signed by Federal Judge Lawrence Walsh.

K. of C. Official Hits Films' Moral Tone

Special to THE DAILY

COLUMBUS, O., May 30.—"Flood of indecent and offensive motion pictures" will "engulf the state" unless film censorship is restored, said Henry J. Kondrat, newly-elected state deputy of the Ohio Knights of Columbus, at the 56th annual K. of C. convention here. He said the "general moral tone of motion pictures is on the rapid decline."

"They have been getting more smutty, more obscene and more objectionable in recent months. We license and restrict the sale of guns which could be used to take life—but we ignore the menace of dirty movies which can kill the mind and destroy morality," Kondrat said.

The Cleveland business man said House Bill No. 29 offers "some restraint" although it defines "only a bare minimum of standards for the rejection of films which are obscene or tend to glorify crime and criminals." Kondrat said he is urging all of the 60,000 K. of C. members to advise their representatives of their views on censorship.

Borgnine Cited by Women's Film Group

PHILADELPHIA, May 30. — Ernest Borgnine, star of United Artists release "Marty," was awarded the "character actor of the year" citation by the General Federation of Women's Clubs.

The citation to Borgnine was awarded by the Federation's motion picture division as part of the organization's convention ceremonies in the Bellevue-Stratford Hotel here.

Borgnine was cited "for his versatile presentation of such diverse characters as Marty in the picture 'Marty,' and Coley Trimble in the film 'Bad Day at Black Rock' and as Stadt in the picture 'Violent Saturday'."

76 NBC Stations to Carry 'Stranger' Bow

Seventy-six television outlets of the National Broadcasting Co. will bring the world premiere of Stanley Kramer's production of "Not As A Stranger" to the nation from the Stanley Warner Theatre in Beverly Hills, on June 29, it was announced here by United Artists.

The benefit opening will be presented on Steve Allen's "Tonight" program with Allen acting as master of ceremonies. Proceeds from the premiere will go to the new Los Angeles Mt. Sinai Hospital.

Epilepsy Assn.-V.C. Start Funds Drive

The United Epilepsy Association, in affiliation with the New York Variety Club Foundation to Combat Epilepsy, has launched its fund-raising campaign. Fifteen thousand red and black coin canisters are now being distributed throughout the New York Metropolitan area.

Edward L. Fabian, assistant chief barker of the Variety Club of New York and a director of the United Epilepsy Association, pointed out the urgent need for funds now. "Through our efforts," he said, "the Variety Club Clinic for Children with Epilepsy at the Columbia-Presbyterian Medical Center has been expanded to accommodate 6,250 patient visits yearly. There are not, however, adequate clinical facilities here to treat the more than 40,000 persons with epilepsy in this area.

Majority Can Be Helped

"More than 80 per cent of all persons with epilepsy can lead normal lives today under proper medication, and it is our job to see to it that New York has adequate facilities to provide treatment for all. Generous public support will make this possible.

"Public support has provided the research needed to beat other less common illnesses. But there has never been sufficient support for epilepsy, a disorder that can be controlled, but for which, as yet, we have no cure."

Hyman, Markley Head Theatre Collection Group

Edward L. Hyman and Sidney M. Markley, both vice presidents of American Broadcasting - Paramount Theatres, Inc., have been appointed co-chairmen of the theatre collections committee in the United Cerebral Palsy campaign, it was announced by Leonard H. Goldenson, board chairman of United Cerebral Palsy. The 1955 drive seeks to raise $10,000,000 to provide treatment, therapy and other services for as many of the nation's 550,000 cerebral palsied as possible.

Thomas Trailer Available

The star of the 1955 UCP trailer ". . . The Greatest of These . . ." is Danny Thomas. It is now being distributed to theatres throughout the country. Herman Robbins, president of National Screen Service, is volunteering his services as chairman of the Distribution Committee.

June 10 Premiere For 'Island Earth'

"This Island Earth," Universal-International's science-fiction picture in color by Technicolor, will have its world premiere at the Victoria Theatre here on June 10 in advance of the more than 900 theatres from Coast to Coast which are scheduled to play the picture during the 30-day period starting June 15, U-I announced.

In connection with the premiere and the key city openings of the picture, Rex Reason, who is starred with Faith Domergue and Jeff Morrow, will visit 10 cities for television and radio appearances and participation in advance promotional events.

Promotion for Three; Personnel Doubled in MGM Cartoon Dept.

From THE DAILY Bureau

HOLLYWOOD, May 30. — An augmented cartoon production schedule, requiring a 100 per cent increase in its present personnel, was announced by M-G-M.

The new slate calls for filming of 18 cartoons annually, doubling the current schedule. The entire program will be in CinemaScope with color by Technicolor. With the expansion of cartoon production, Joseph Barbera and William Hanna, for the past 16 years the writing and directing team of "Tom and Jerry" cartoons, were promoted to full producer status. Hal Elias, for 18 years associated with the production and distribution of M-G-M short subjects and cartoons, has been promoted to manager of the cartoon department.

Golder, Farrell at St. Louis Workshop

Exhibitor panel members for MGM's 21st Ticket-Selling Workshop, at the Chase Hotel, St. Louis, on June 6, were named by Mike Simons, director of customer relations for Loew's.

Clarence Golder, Civic Center Theatre, Great Falls, Mont., is slated to speak and Art Farrell, manager of Central States Theatres' S.E. 14th Street Drive-In Theatre, will be the panelist for discussion of drive-in theatre problems.

Heflin Signed

Van Heflin has been signed to star in the feature picture version of the television program, "Patterns," which will be produced by Michael Myerberg and Jed Harris for United Artists release.

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*** Take your family or your sweetheart to the SPECIAL SCREENING your U-I EXCHANGE is arranging in your Territory!**

Tax Revenue

(*Continued from page* 1)

County, last Fall, to become intervenors in the suit against New York City and which was instituted by RKO-Keith-Orpheum Theatres, Inc., et al, had been given permission to withhold the tax breakage from the city by posting of bonds. Later, the Supreme Court upheld exhibitor arguments on the "major fraction" issue and allowed theatremen to withhold the breakage without posting bonds as security pending a final determination of the suit.

The City of New York estimates that the tax breakage from all sources of amusement revenue would be about $1,600,000 by June 30. The representative of the City Tax Collectors office said that the exhibitors' "tax breakage" fund totaled about $600,000 at the end of the third tax quarter, or February.

Collection Procedure Undecided

The tax official said that the method of collection of the "breakage" from theatremen had not as yet been decided upon, saying that the city may bill the exhibitors for the amount or wait for the theatres to send the monies in on their own.

Meanwhile, the New York City theatremen were not overwhelmed by the Court of Appeals decision in the tax suit. The decision was largely academic because of an amendment to the Enabling Act of 1947 which the state legislature passed in March validating the collection of "major fractions."

A top exhibitor attorney stated here at the weekend that the circuits' and independent theatre owners' lawyers would sit down shortly to consider the next step in combatting the five per cent amusement tax. He said that it seems, at present, that there are two courses of action—a reargument of the whole issue or appeal the case to the Supreme Court of the United States. "It is too premature to decide," he said.

Atlanta WOMPI Unit Elects Its Officers

ATLANTA, May 30.—The Atlanta Club of Women of the Motion Picture Industry (WOMPI) held their meeting last week at the Variety Club. Elected as officers for the term of 1955-1956 were: Stella Poulnot, president; Evelyn Snow, first vice-president; Ernestine Carter, second vice-president; Doris Honea, recording secretary; Katherine Moore, corresponding secretary; Edythe Bryant, treasurer, and Thelma Haglund, Johnnie Barnes and Martha Hall, board of directors for a two-year term, and Betty Rary for a one-year term.

Westrex Far East Meet

Managers of Westrex Corp's subsidiary companies in the Far East are attending a three-day conference in Bangkok, Thailand, convened by E. S. Gregg, president of Westrex, New York. The Westrex representatives are attending the conference, which ends tomorrow are: M. A. Goldrick, Tokyo; Y. H. More, Hong Kong; H. v. Zeppelin, Manila; D. Van Spankeren, Djakarta; E. F. Vanderhoek, Bangkok; and A. R. Schwartz, Bombay. R. E. Warn, vice-president of Westrex Corp., New York, also is in Bangkok for the meetings.

Reviews

"The Great Adventure"

(*Louis de Rochemont*)

ALL too frequently a picture is described as being "perfect for the art theatres" when, actually, it could find receptive audiences in conventional houses. True, "The Great Adventure" is tailor-made for the unconventionals for obvious reasons; It is foreign-made; it is, to some extent, documentary, and, finally, it is artistic. There also is the plus factor of having two of the most appealing youngsters to be seen on the screen in many a moon.

The operator of the so-called art theatre can book this feature sight unseen and feel reasonably sure that he has a money-maker because art house patrons represent sort of a fraternity of their own; they know what they want and this picture fills the bill. But with proper promotion and the right kind of sales approach, "The Great Adventure" stands a good chance of doing right well in a standard theatre. If in doubt, the exhibitor in a twin bill situation could book it as a second feature and the chances are that the patrons will be talking about "The Great Adventure" long after the top feature has been forgotten.

In a synopsis sheet prepared for reviewers by the de Rochemont organization, the lead-off paragraphs are as follows:

"The Great Adventure," written, photographed, directed and produced by Arne Sucksdorff, famed Swedish film-maker, is perhaps one of the first screen autobiographies. It is the story of Sucksdorff's own boyhood on a farm told to the accompaniment of a cacophony of sounds of the never-still Swedish forest, the scene of his first awakening to the world around him, to life and its manifold meanings.

"A study in enchantment and disenchantment, the film opens one summer's day to the early morning stirrings of the animal world. Two sleepy fox cubs yawn in their wooded den; their vixen mother, her daring, dangerous mission accomplished, drags a delicately slain chicken home to her hungry brood. How the little foxes fight for the game! In their greed they almost forget the loot."

Well, let's go from there, because it would be difficult to improve on such an introduction. In a way, the picture is somewhat reminiscent of Walt Disney's "The Living Desert" and "The Vanishing Prairie," inasmuch as it portrays wild life in its fight for existence. Here, there is still that fight for existence but it is pleasantly blended with a thread of a story involving, principally, two Swedish farm boys who capture a baby otter and make it their pet, only to lose it eventually to the call of the wild.

Anders Norberg and Kjell Sucksdorff are the youngsters and, while it is pointed out in the screen credits that there are no professional actors in the picture, the boys out-professional the professionals.

Running time 75 minutes. General classification. For national release in September.

AL STEEN

"The Purple Mask"

(*Universal-International*)

ANOTHER tale of Napoleonic times, "The Purple Mask" has New York's own and very versatile Tony Curtis playing well the part of a dashing Frenchman engaged excitingly in the altruistic chore of rescuing noblemen who have been condemned to the guillotine during Napoleon's reign of terror.

The Little Corporal, determined to capture "The Purple Mask" by fair means or foul, engages Dan O'Herlihy for the unsavory job. Countering this move, the Loyalists and their "underground" supporters of Curtis plan to have a substitute "Purple Mask" trapped by the police in order that the real one may rescue a nobleman whose daughter had previously become one of the "underground" movement. The role of the daughter is played prettily by Colleen Miller.

Curtis' identity is unknown to the Royalists and so he poses as himself. A great deal of plot manipulation finds Curtis capturing O'Herlihy, Napoleon capturing the underground and Curtis planning a successful rescue of the Royalists. Though all this sounds slightly involved, the film unreels more coherently than a synopsis could.

"The Purple Mask" looks like something out of Alexander Dumas, but it was based on the play, "Le Chevalier au Masques," by Paul Armont and Jean Manoussi, with adaptation by Charles Latour. Oscar Brodney wrote the screenplay, which accents the derring-do rather than the drama. It's a lively, humorous film that avoids the ornate language and other pitfalls sometimes associated with costume capers of this kind.

Curtis, as the very masculine "Mask" (and a dancing dandy in his off-hours), is quite enjoyable, while others in the cast include Gene Barry, one of Napoleon's captains; Angela Lansbury and George Dolenz, as two of Miss Miller's conspirators, and Robert Cornthwaite, rather good as Napoleon.

Howard Christie produced and Bruce Humberstone directed, and they have come up with a pleasant piece of diversion for many audiences. Supporting roles are ably filled by Paul Cavanaugh, Allison Hayes, Jane Howard, Donald Randolph and Gene Darcy.

Running time, 82 minutes. General classification. For July release.

Honor Grace Kelly

PHILADELPHIA, May 30.—The Chamber of Commerce of this city on June 6 will honor Grace Kelly at a formal dinner. The Academy Award winner will receive a C. of C. citation for her "Outstanding Achievements in the American Cinema."

Full Page 'Itch' Ad

A full-page advertisement of Marilyn Monroe, who stars in "The Seven Year Itch," in Sunday's New York "Times" kicked off 20th Century-Fox's advertising campaign for the Charles K. Feldman Group CinemaScope production.

Audience Poll

(*Continued from page* 1)

box-office value of several pictures. Coming at the beginning of the Christmas holiday season, the announcement of the awards will make it possible to re-release several of these pictures, thus providing powerful attractions for our theatres at a time when new product is normally in short supply.

"We, the members of the governing committee of COMPO, first approved the plan for an annual Audience Awards election in April, 1954. Worked out by a devoted group of theatre advertising executives, the project has been approved by the principal exhibitor associations and by a large number of the top exhibitors of the country.

"We are all fortunate that Elmer C. Rhoden, president of National Theatres, has consented to be chairman of the campaign that will put this plan into effect. Enthusiastic over the possibilities of this plan, Mr. Rhoden is making an enormous sacrifice to lead this campaign, so we ask that every exhibitor support him. He is working for all of us. We are confident that he will do a magnificent job."

Senate Committee

(*Continued from page* 1)

for the coming year will have to be set in a House-Senate conference. The Senate committee's decision to vote the full amount, however, makes it likely that the final figure will be substantially above this year's appropriation, even if not the entire amount sought by the agency.

For USIA as a whole, the Senate committee voted $88,350,000, just a shade below the $88,500,000 requested. The House had approved only $80,500,000. This year's comparable figure is $77,114,000.

71 June Dates for 'Seven Year Itch'

Seventy-one domestic and Canadian engagements on "The Seven Year Itch" through June have been set by 20th Century-Fox for the CinemaScope comedy which will open at Loew's State Theatre here on Friday, it was announced by the company.

The film company will have a "sneak" preview of the Charles K. Feldman Group Production tomorrow evening for an invited audience.

Among the initial engagements for the picture are the New Theatre, Baltimore; Palace, Columbus; Chinese, Los Angeles; Palace, Rochester; Astor, Boston; Century, Buffalo; Albee, Cincinnati; Allen, Cleveland; Fox, Philadelphia; United Artists, Detroit; Fulton, Pittsburgh; Kentucky, Darlington; Center, Denver; Indiana, Indianapolis; Stuart, Lincoln; 5th Avenue, Seattle; Fox, Portland; Des Moines, Des Moines, and an un-set theatre in Atlantic City.

To Deliver Foreword

HOLLYWOOD, May 30.—General Walter Bedell Smith, who served as Chief of Staff at Supreme Headquarters during World War II, will deliver a foreword to Universal-International's Technicolor, CinemaScope production of "To Hell and Back," Edward Muhl, vice-president in charge of production, has announced.

TOA-Allied

(Continued from page 1)

on the intra-committee meeting or the conference with 20th Century-Fox president Spyros P. Skouras.

Another factor working against TOA changing its position on the "going-to-the-government" issue is the position held by such TOA leaders as Leonard Goldenson, president of American Broadcasting - Paramount Theatres; Sam Pinanski, president of American Theatres Corp., and Sam Rosen, executive vice-president of Stanley Warner. All of them have come out against such a move in recent statements, although denying that they would resign from TOA if that organization took such a step.

Pinanski, in expressing his disapproval of Allied's contemplated move, expressed the concern of many circuit executives who are fearful that Federal legislation on film rentals also would result in Federal regulation of admission prices. Barring any unforeseen change in TOA attitude, it appears likely that the counsel of such leaders as Pinanski, Goldenson and Rosen may prevail. The counsel, if nothing else, it is pointed out, will mitigate against any snap change-over in TOA policy, a switch entertained by some TOA factions currently.

Decision Expected in Two Weeks

Within the next two weeks, the "going-to-the-government" issue is expected to come to a head and at that time, TOA, as an organization, should spell out its position, perhaps even by silence. The next two-week period will mark the announced time-limit set by Allied president Rube Shor on the hoped-for conferences with Paramount and Warner Brothers by the joint Allied-TOA committee.

Shor, seconded by Allied's general counsel, Abram F. Myers, said that if meetings with Paramount and Warner Brothers are not effected, or not satisfactory, Allied will proceed with its plan to go to the government, a move which would precipitate an official TOA stand on the issue.

Stage-Film Policy at Parsons, Hartford

HARTFORD, May 30.—The 1,200-seat Parsons Theatre, downtown legitimate playhouse operated by various interests during the past several years, will reopen on Wednesday with a "mature film policy augmented by selected stage attractions."

New operators are Bernie Menschell and John Calvocoressci, partners in the Star, Hartford; Plainfield, Plainfield; and Manchester Drive-in, Bolton Notch.

The Maurice Greenberg interests retain their ownership in the building.

Add 'Eagles' to AA Release Schedule

HOLLYWOOD, May 30.—Allied Artists has closed a distribution deal with producers Samuel Bischoff and David Diamond for "Screaming Eagles," a paratrooper story by Virginia Kellogg. Writer David Lang has been signed to do the screenplay, which will roll July 15 in Fort Benning, Ga. This film is in addition to the three-a-year from Bischoff and Diamond which Allied Artists will handle. The producers now are completing "The Phenix City Story," filmed several weeks ago in Alabama.

Television--Radio

with Pinky Herman

FOR the benefit of home viewers owning color receiving sets, NBC yesterday inaugurated a new service—station breaks transmitting color test patterns, signals and instructions for subsequent TV programs. At three different intervals, color bar station breaks were beamed advising tuners-in as to "necessary adjustments to assure perfect color reception for Producer's Showcase presentation of "The Petrified Forest," starring Humphrey Bogart, Henry Fonda and Lauren Bacall. . . . In the 25 years that we have paced the Broadway beat, we've met and enjoyed the friendship of hundreds of showfolk and one of the finest, most talented and gentle is Tom Waring, for years the right hand man to Fred in the development and maintenance of the "Pennsylvanians" which is deservedly recognized as "the most entertaining band in the country." Last week Fred and Portland Allen and Jane Froman visited East Stroudsburg, Pennsylvania, where with the entire Waring Family, they witnessed the presentation by the Exchange Club of its "Golden Deeds Award" for outstanding contributions to the youth of Monroe County to Tom. . . . NBChief Pat Weaver will hold a press conference tomorrow afternoon at the Johnny Victor Theatre in New York to explain and outline forthcoming new TV concepts.

☆ ☆ ☆

Conductor of the "Telephone Hour" over NBC for the past 16 years and respected and admired for his talents and sincerity by the entire TV and radio industry, Donald Voorhees has been awarded the Lowell Mason Award "for distinguished contribution to music education." . . . After auditioning more than 300 screen, radio and TV personalities seeking an mc for the new "$64,000 Question," TV CBSeries which will bow in Tuesday, June 7, at 10:00 P.M., Louis G. Cowan Productions have signed Hal March for the role. Hal, appeared as guest on Bob Hope, Jack Benny and Perry Como shows, was "the next door neighbor" on the Burns & Allen radio program, was half of the deejay team of Sweeney & March (CBS Radio) some few seasons ago, was featured with Tom D'Andrea on the NBColgate Comedy Hour and more recently has played Imogene Coca's "husband" on her current program. Revlon is the sponsor and agency is Wm. H. Weintraub. . . . ABC Sportscaster Bill Stern is celebrating his 21st anniversary on radio and TV and rates the numerous honors, awards and citations he's received down through the years.



Donald Voorhees

☆ ☆ ☆

Gertrude Berg and Walter Slezak have formed a television production firm and the initial venture will be a telefilm series, starring Slezak in a situation comedy. Miss Berg will write the series which will go before the cameras sometime in September with shooting skedded in New York. . . . "The Whistler," series of 39 half-hour psychological dramas which for fourteen years had been a radio highlight, has been acquired by WPIX from CBS TV Film Sales and joins the WPIX Sunday Nite Mystery parade via the 9:00-9:30 slot. . . . Margaret Ettinger Co. has been hired to promote and publicize the Stark-Layton TV NBColgate Palmolive package, "Modern Romances," starring Martha Scott as editor-narrator and seen Monday thru Friday at 4:45 P.M. . . . Ronald Reagan, emcee of the "General Electric TV Theatre" turned in a masterful plugging job with film clips and live patter last CBSunday for the forthcoming RKO Superscope-Technicolor film, "Tennessee's Partner," in which Ronald co-stars with John Payne and Rhonda Fleming. . . . Songstress Gisele McKenzie recently scored in her first dramatic effort in a story about Tin Pan Alley titled, "Hard to Get." (In fact, the program was so well received that it'll be repeated Thursday, June 9, on "Justice") . . . Martha Wright, also a recording star, will make her debut as a dramatic actress next Sunday on "Goodyear Television Playhouse" production of "Mr. Dorothy Allan" opposite Gene Lyons.



Gertrude Berg

To Include Toll-TV

Senate Group TV Probe Off Until Summer

From THE DAILY Bureau

WASHINGTON, May 30.—Senate Commerce committee chairman Magnuson (D., Wash.) said his committee's investigation of the television industry would not probably take place until after Congress recesses this summer.

The investigation is supposed to look into the subscription television fight, among other matters. Magnuson had originally promised hearings this spring.

However, he told a luncheon meeting of the National Association of Radio and Television Broadcasters at the weekend that the hearings probably wouldn't take place until after Congress quits. He stressed that "we're not looking for any villain" but merely studying all aspects of the entire field.

Subscription TV Skirted

The NARTB wound up its annual conference with a business session passing 12 resolutions, none of which dealt with toll-TV. The session tabled a resolution by Ed Kobak, of WTWA, Thomas, Ga., declaring that the Federal Communications Commission should apply to subscription radio any rules adopted for subscription television. But only a handful of delegates were present for the session, and the anticipated fight on toll TV just didn't materialize.

David Baylor, of KCSJ-TV in Pueblo, Colo., wired NARTB president Harold Fellows asking permission to introduce a resolution "on the subject of toll television." Fellows replied it had been previously announced that all resolutions must be in the hands of the resolutions committee by noon Wednesday, and that Baylor was too late. However, he said, Baylor could submit a resolution to the June board meeting.

UHF Group Asks Study

The UHF industry coordinating committee reaffirmed its policy on toll TV, calling on the FCC to "fully consider" the matter to determine toll TV's capacity "to provide additional programs for the public and revenue for all stations." It said it was not actually endorsing or opposing toll TV, however.

CBS president Frank Stanton offered to finance a "comprehensive, impartial, nationwide study" of what the public expects from the television industry. He suggested a committee of leading citizens draw up a list of the most difficult questions now facing TV, and public opinion polls be taken on these questions.



ALL THE PAGEANTRY...THE ORGIES...THE BLOOD-BATTLES OF A SPECTACULAR CENTURY...FLAME ACROSS THE SCREEN!



"A real treat! Exciting...huge spectacle . . . one of the most lavish ever produced!"
—M. P. Herald

MINERVA MOVIETONE presents

"THE TIGER AND THE FLAME"

In Fiery color by TECHNICOLOR

Introducing MEHTAB and SOHRAB MODI
Produced and Directed by SOHRAB M. MODI



A CAST OF 25,000!
10 YEARS IN THE MAKING!
Filmed entirely in mystic India!

On the raging battlefield... In the Silken Boudoir...

THE QUEEN OF JHANSI RULED BY THE SWORD!

thru UA

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 7. NO. 106 NEW YORK, U. S. A., WEDNESDAY, JUNE 1, 1955 TEN CENTS

Summer Harbinger

Holiday Pulls Good Grosses On Broadway

Four Pictures Set Pace Of Strong Attractions

By MURRAY HOROWITZ

A harbinger of good summer business along Broadway was said to be offered by the healthy grosses chalked up at many first-run situations over the Memorial Day weekend.

Leading the box-office parade were "Love Me or Leave Me" at Radio City Music Hall, "Davy Crockett" at the Globe and "Soldier of Fortune" at the Roxy, with "Marty" at the Sutton pacing the off-Broadway first-run theatres.

Grosses at these situations and at others were reported to be high, de-

(*Continued on page 6*)

British Industry Men Elected to House of Commons

By PETER BURNUP

LONDON, May 28 (By Air Mail).—With results still coming in from Britain's general election, analysis of the returns shows that the industry will have a small but stubborn core of advocates in the new House of Commons; albeit mainly on the Labour Opposition side.

Among Labourites there are trade-union secretary Tom O'Brien, who held Nottingham West with a greatly reduced majority and with two of the other Nottingham constituencies going Tory; Eric Fletcher, the lawyer-director of Associated British; newspaperman Hector McNeil and formerly Secretary of State for Scot-

(*Continued on page 7*)

Senate Gives Final OK to Film Budget

From THE DAILY Bureau

WASHINGTON May 31. — The Senate today voted to give the U. S. Information Agency's film program the full $4,484,000 it sought for the fiscal year starting on July 1.

This would be a sizable increase over the current year's appropriation of $3,087,000. The House has voted only $3,000,000 for the film program

(*Continued on page 6*)

National Screen Distributing

Compo Brochure Outlines Audience Poll Details

Exhibitors throughout the United States shortly will be receiving a colorful brochure from the Council of Motion Picture Organizations outlining the audience awards plan in detail.



Elmer Rhoden

The COMPO motion picture audience awards plan affords theatre patrons an opportunity to choose their own "bests" of the year — best picture, best performances, most promising young players.

Elmer C. Rhoden, national chairman of the audience awards committee, prefaces the brochure by stating: "It is contemplated that between fifty and sixty million people will given an expression as to their choices of pictures and personalities. This expression from the great audience of the motion picture theatres will give to our producers in Hollywood most valuable information and serve as a guide to what our patrons like and support.

"Regional meetings will be held this

(*Continued on page 7*)

Korda Film to Be NBC 'Spectacular'

The television network of the National Broadcasting Co. will pioneer the showing of a full-length color motion picture, Alexander Korda's presentation of "The Constant Husband," this fall on the network's 90-minute Sunday evening "spectacular" show, it was announced yesterday by NBC-TV.

Doob Resigns From Loew's

Oscar A. Doob, for 26 years an executive of the Loew organization, yesterday announced that he had tendered his resignation, effective Sept. 1. He described the move as "an experiment in semi-retirement." With Mrs. Doob he will make his home in Palm Beach where he plans to devote considerable time to writing.



Oscar Doob

Doob joined Loew's theatres in October, 1929, as head of the advertising and publicity department. In 1945, he

(*Continued on page 7*)

Fitzgibbons Denies Production Report

Special to THE DAILY

TORONTO, May 31.—President J. J. Fitzgibbons of Famous Players Canadian Corp., long a key figure in the Canadian industry, put at rest a number of rumors by announcing that he had purchased a permanent residence at Arcadia, near Pasadena, as a California home for Mrs. Fitzgib-

(*Continued on page 7*)

E. D. Martin Ill; See at Least Week's Delay in Proposed Para.-WB Meetings

A postponement of at least a week for the proposed exhibition talks with Paramount and Warner Brothers was seen here yesterday following the news that Theatre Owners of America president E. D. Martin had been taken ill.

Martin, following his return to Columbus, Ga., last weekend, was said to have been ordered by his doctors to remain at home for a week. Although Martin's illness was reported not to be serious, requiring only rest, it is considered unlikely that the joint TOA-Allied States committee would not wait for his recovery before meeting with distribution. Originally, the committee planned to seek talks on an individual basis this week with Paramount and Warner Brothers similar to last week's meeting with 20th-Century-Fox.

For Audience Poll

72 Pictures, 184 Stars on First Ballot

List Now Going Out to Exhibitors Via N.S.S.

Seventy-two pictures, featuring 184 stars, are listed on the first of three ballots for exhibitor nominations for the national audience awards poll, it was revealed here yesterday. The ballot is enclosed with a COMPO brochure being distributed to theatres throughout the country by National Screen Service.

Each exhibitor is urged by Elmer C. Rhoden, national chairman of the poll, to fill in this ballot immediately and mail it to Price, Waterhouse & Co., 56 Pine Street, New York 5,

(*Continued on page 7*)

MGM Will Reach 5-Year Production Peak by July-End

HOLLYWOOD, May 31.—A five-year production peak at M-G-M will be reached within the next seven weeks, with five important productions now before the cameras and eight more scheduled to start before the end of July, studio head Dore Schary announced today.

"The current production upswing is a forecast of M-G-M's plans for the remainder of 1955," Schary stated. "We expect this accelerated schedule, with its accompanying vast increase in employment, will continue without interruption through the remainder of the year."

Launching the new program is "Tribute to a Bad Man." This will be

(*Continued on page 6*)

Tune Elected Head Of Tennessee TOA

Special to THE DAILY

NASHVILLE, May 31.—Subscription television and other industry problems were discussed by Alfred Starr, co-chairman of the Committee Against Pay-As-You-See TV, at the annual meeting of the Tennessee Theatre Owners Association here today.

Norton Tune of Shelbyville who as vice-president of the TOA affiliated group, presided over the meeting in

(*Continued on page 6*)

Personal Mention

MILTON A. RACKMIL, president of Universal Pictures, returned to New York over the weekend from Barcelona, Spain.

•

CHARLOTTE SCHIFF, wife of Lt. EDWARD L. SCHIFF, and daughter of MAURICE GRAD, Columbia Pictures short subjects sales manager, gave birth last week to a son at Bethesda Naval Hospital, Maryland. The child, named RICHARD BARRY, is the second son for the Schiffs.

•

CARROLL L. PUCIATO, president of Carroll Pictures, has left New York for a tour of domestic exchanges and will arrive in Hollywood within five weeks.

•

JAMES R. VELDE, Western Division manager for United Artists, left New York yesterday for Milwaukee and Chicago.

•

STEPHEN BOSUSTOW, president of United Productions of America, has returned to Los Angeles from New York.

•

MORGAN HUDGINS, of M-G-M's studio publicity department, arrived in New York yesterday from England en route to Hollywood.

•

JACQUES FLAUD, director general of the French Cinema Center, will arrive here from Paris within the next week or 10 days. He will also visit Hollywood.

•

BORIS JANKOLOVICS, Paramount's manager for Belgium, and PAUL FLODIN, manager for Sweden, left New York over the weekend for Hollywood.

•

ARTHUR C. BROMBERG, president of Allied Artists Southern Exchanges, is in Hollywood from Atlanta.

•

IRVING RAPPER, producer, arrived here yesterday from Hollywood.

•

E. Z. WALTERS, comptroller of Altec Service, has arrived here from Europe en route to Los Angeles.

•

ROBERT BASSLER, producer, arrived in New York from London on Monday via BOAC Monarch.

•

BENJAMIN THAU, M-G-M studio executive, has arrived in New York from Hollywood.

•

JACK H. LEVIN, president of Certified Reports, Inc., has returned to New York from Lake Kiamesha, N. Y.

•

A. A. WARD, executive vice-president of Altec Lansing, has arrived here from Beverly Hills, Calif.

•

L. D. NETTER, Altec Service Corp. sales manager, has returned to New York from Washington.

•

ALFRED W. CROWN, Allied Artists vice-president, arrived here yesterday from Europe.

20th to Release 28 Through Oct.

With the number of releases from 20th Century-Fox in 1955 expected to hit 28, the company yesterday announced that 13 major attractions will be placed in national release between June and October. Of the total, 12 are in CinemaScope and color, and one is a standard dimension release in black-and-white photography.

Heading the June releases is Charles K. Feldman's Group Productions presentation of "The Seven Year Itch." Also in June the company is offering "Soldier of Fortune" and "The Magnificent Matador."

July releases are "House of Bamboo," "How To Be Very, Very, Popular," Panoramic Productions' "A Life in the Balance," and the first CinemaScope featurette, "The Living Swamp."

August releases are "The Virgin Queen" and "Left Hand of God."

September releases are "Love Is A Many-Splendored Thing" and "The Tall Men."

October releases are "Seven Cities of Gold" and "The Girl In The Red Velvet Swing."

RKO Theatres Stock Action Mystifies

Market interest in RKO Theatres stock, evidenced by a 40,000-share turnover in the last two trading days which sent the price up from 8½ last Thursday to 9½ at yesterday's closing, had industry and downtown financial sources at a loss for an explanation.

With Albert List, RKO Theatres board chairman and owner of the controlling interest, leaving today for a European vacation, it was apparent to observers that no "deals" likely to affect the value of the stock were near to closing. In addition, the company's latest financial report failed to show any change in earnings or prospects which would affect dividend policy. However, working capital has improved, offering the possibility of a diversification move.

Only 33 Films Made In Mexico in '55

MEXICO CITY, May 31. — Only 33 pictures made in Mexico during the first five months of this year and of those eight were produced by Americans. That was revealed by the National Actors Union which lamented that only 500 of its 3,500 members in good standing were employed in pictures thus far this year. Top stars, among them Pedro Infante, didn't work in more than two pictures during this period.

Mrs. T. A. Fitzsimmons

Funeral services will be held tomorrow for Mrs. Lillian R. Fitzsimmons, mother of Thomas A. Fitzsimmons, Jr., in charge of makeup for Motion Picture Daily. Mrs. Fitzsimmons, 81, died on Sunday. Also surviving are a son, Clarence R., and daughters, Mrs. Lillian King, Isabelle Forst, Irene Young and Helen Friend.

Starr Saluted by Tenn. Association

NASHVILLE, May 31. — Alfred Starr was honored here today as Tennessee's "most distinguished contribution to organized exhibition" at a testimonial luncheon tendered by the Tennessee Theatre Owners Association, an affiliate of Theatre Owners of America.



Alfred Starr

The "salute," part of the organization's activities at its one-day meet, paid personal tribute to Starr, a member of the organization's board of directors. Attention was called to Starr's role in combating toll TV, his many civic activities outside of his business, ranging from an active interest in aiding the National Symphony Orchestra to helping promote medical education.

George Heller, Head Of AFTRA, Dies at 49

George Heller, 49, executive secretary of the American Federation of Television and Radio Artists, died in Roosevelt Hospital here Monday, following a seven weeks illness.

Heller, a former actor, composer and play producer, was first vice-president of the Associated Actors and Artistes of America before World War II. He helped form the Television Authority in 1949 and became executive secretary of AFTRA in 1952.

He negotiated the first union contracts for radio and television actors and last year negotiated the first pension plan for actors with the four TV networks. He was vice-president of the American Theatre Wing and the American Theatre Authority, and was a member of the executive committee and advisory council of the United Service Organizations Camp Shows.

Funeral services will be held at 3:30 P.M. tomorrow at the Riverside Funeral Home, 76th St. and Amsterdam Ave.

Survivors include his wife, Mrs. Clara Mahr Heller, former actress, and two daughters, Toni and Francesca.

Lait Joins U-I

HOLLYWOOD, May 31.—George Lait, former director of publicity at Columbia Pictures studio, has been appointed assistant studio publicity director at Universal-International studios, it was announced by Jack Diamond, U-I studio publicity head. Lait also announced the promotion of Harry Niemeyer of the U-I studio publicity staff to the post of department editor.

Gov't Blamed

Production in Italy Shows Sharp Decline

By ARGEO SANTUCCI

ROME, May 29 (By Air Mail).—Fewer than 40 feature films will have been placed in production in Italy during the first half of this year, compared to twice that number in the corresponding 1954 period, Eitel Monaco, president of the Italian Association of Producers, told the Parliamentary Research Institute here.

With senators and members of the Chamber of Deputies among his listeners, Monaco ascribed the decline in production to the 20 per cent increase in admission taxes imposed last year and to the uncertainty concerning provisions of the new law establishing government subsidies to native production.

With the present law scheduled to expire at the end of the year, Monaco said from this point on Italian producers will be wary of entering into new production while the provisions of the new legislation remain unsettled. A production stoppage at this time would be particularly unfortunate, he said, since it would interrupt the flow of product at home and into export markets just at a time when Italian films are achieving new popularity in both areas.

Monaco said that last year about 80 Italian pictures were sold to foreign markets for $11,000,000. The Italian industry's goal from foreign markets is about $20,000,000 annually, he said.

Tubman's Brother, 65

TORONTO, May 31. — T. Ray Tubman, Eastern Ontario district manager of Famous Players Canadian Corp., has suffered the loss of a brother, W. Reed Tubman, 65, by sudden death after retiring as an Ottawa civic official only last November. Born in Chicago, he had been a prominent athlete, served overseas in the Canadian Army during the first World War and was a Mason. The survivors are his wife, two sons and a daughter and one grandson.



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PUBLICITY!
Condensation of the novel in Woman's Home Companion, out June 23rd, part of big publicity! WATCH FOR DARING TRAILER!

any women confided in him
RICHARD WIDMARK

After "Blackboard Jungle" ANOTHER BOX-OFFICE HOTFOOT!

A hitherto forbidden subject, M-G-M has dared to dramatize the revealing best-seller, "THE COBWEB." It will blast the nation just as "Blackboard Jungle" did. The secrets of the psychiatrist's couch are bared in the strange mansion on the hill whose occupants are caught in the Cobweb of human emotions.



Once you have loved...
LAUREN BACALL



A neglected wife finds trouble
GLORIA GRAHAME





Behind the dignity, a wolf
CHARLES BOYER



The despot of the Mansion
LILLIAN GISH

M-G-M presents in CINEMASCOPE and COLOR

"THE COBWEB"

And Introducing JOHN KERR • and SUSAN STRASBERG

with OSCAR LEVANT • TOMMY RETTIG • Screen Play by JOHN PAXTON

Additional Dialogue by William Gibsan • From the Novel by William Gibson

Photographed in EASTMAN COLOR

Directed by VINCENTE MINNELLI • Produced by JOHN HOUSEMAN





Kim Novak...

On her way up

Hollywood has a sultry new glamour girl to exploit

Kim Novak, a dreamy 22-year-old green-eyed blonde of Czech descent, has been rhapsodically called "the face that launched a thousand yips. With well-publicized gu Columbia Pictures has decided Kim has the magic for movie stardom and the big push is on. Kim herself is facing it easy. The daughter of a Chicago railroad freight dispatcher she has always lived modestly. She paid her way in high school and junior college by running elevators, working in a dime store modeling. After college she traveled as a model to glamorous Ireseurs. Her movie career began as a clothes model in Jane Russell's The French Line. Since then, under a Columbia contract she has played roles in Pushover, Phffft and Five Against the House, from earns $250 a

SHOWMEN'S TRADE REVIEW, May 7, 1955

Kim Novak in Unusual '5 Against House' Stunt

In an unusual one-day promotion for her latest Columbia film, Kim Novak bet "5 Against the House" Friday (6) in the Sands Hotel, Las Vegas gambling casino, for each of more than 100 leading columnists, motion picture editors and television personalities from coast to coast.

Invitations were sent to newsmen and television people, asking them to indicate their phone number and at what time they wanted the glamorous blonde to phone them. Miss Novak placed long distance calls to each person, and while they listened, placed a $5 bet in their name on the roulette number they selected. All winnings will be donated to the Children's Society of America in the name of the players-by-proxy.

Basis of the promotion was the fact that "5 Against the House" is the story of five people who attempt to rob one of the world's largest gambling clubs. The method of play used in the affair, together with the disposition of the winnings, was checked by legal counsel against both state and federal laws in order to ascertain the plan's legality.

As the odds for number plays at the Sands Hotel roulette table, scene of Kim Novak's betting, start at 35 to 1, the newsmen and others had a chance of winning upwards of $17,500 for the Crippled Children.

MOTION PICTURE DAILY

Col. Roulette Stunt Gets Wide Attraction

Newspaper writers and television and radio networks participated in Columbia Pictures' Kim Novak roulette promotion stunt for "Five Against the House." Newsmen and TV-radio people, including Garry Moore and Martin Block, gave the "gimmick" prominent attention. Miss Novak, in the gaming room of the Sands Hotel, Las Vegas, contacted the participants by phone and offered to place a bet on any roulette number they chose. Winnings were turned over to the Crippled Children's Society.

Among the columnists and motion picture editors who tied up with the promotion were: Bill Majeski, Washington "Daily News"; Mildred Stockard, Houston "Chronicle"; Virgil Miers, Dallas, "Times-Herald"; Bob

THE HARTFORD TIMES

Coast-to-Coast: Meet Kim Novak, Ex-Chicago Model, Now Hollywood Star

By ALLEN M. WIDEM
Times Theater Editor

Times Chief Telephone Operator Winnie Robie's cheery voice was yesterday afterno

"LAS VEGA calling you. Just a And then Kim pinched by dist through.

"Hi there! I'm place a $5 bet Hotel Casino. If proceeds of that donated in your Crippled Children' If you lose — that

tell you the truth, I've been in this casino all day, just calling newspapermen, and I haven't seen outside yet!"

What, we asked, are future

THE HOUSTON PRESS

THE SHOW CASE

Movie Star Kim Novak And Hoc Goof Badly As Bia 'C

—ROCKY MOUNTAIN NEWS—

Queen Traps Stapp In Game of Chance

Film BULLETIN May 16, 1955

What the Showmen Are Doing!

Plenty of newspaper coverage was implicit in this honey of a stunt set up by Columbia for "5 Against the House." Idea was for star Kim Novak to contact columnists and movie editors coast-to-coast by long distance phone and pl Las Vegas' Sands Hotel. Kim placed each bet would know immediately what outcome

NEW YORK WORLD-TELEGRAM AND SUN.

New York—Day by Day

The Angels Sing

By Frank Farrell

"Hooray!" . . . Columbia Pictures ran into one of strange takes over the weekend. Had Kim Novak a Sands trying to get newspaper guys all over the coun the phone for a charity. . . . Stunt was that if Kim g on the wire, she would bet five against the house a results of the wheelspin would go to charity. . . . C relate the Las Vegas phone service is so bad that th ys Kim Novak located was ABC's Mart need money, not even for a happened? He, of cours

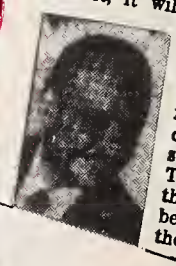


THE MORNING TELEGRAPH

Whitney Bolton

Some Diced Advice to Kim Novak

There was a note in the mail the other day and if the scaly hand of a press agent didn't write it, it will be astonishing.



It had all the scale - marks. But the subject was so entrancing that it is difficult to resist an answer. The fact is that this column is belting away at the 50's and

*THE DENVER POST

ou Win!' Cries Kim

Columbia Pictures stor Kim Novak shouts Post Drama Columnist Betty C after she placed a bet, at on a roulette wheel at the Sa s Craig listened over the pho spun, then heard Mi Novak in the win 5 whic ippled y., Miss adison

5 AGAINST THE HOUSE

With '5 AGAINST THE HOUSE' and KIM...

Columbia has a B.O. combo that's a natural!

And to top the rave reviews, wire services everywhere carried the story of a sensational Kim Novak stunt that made national headline news for 5 AGAINST THE HOUSE!



THE Film DAILY

Kim to Vegas to Bet "5 Against the House"

Kim Novak—in an unusual promotion stunt far her latest Columbia film—will bet "5 Against the House" in the Sands Hotel, Las Vegas gambling casino an Friday far each af more than 100 leading columnists, motion picture editars and TV personalities fram Coast ta Coast. Winnings fram the raulette bets will ga ta charity.

A PARTIAL LISTING OF THE TOP PERSONALITIES WHO PARTICIPATED IN THE PROMOTION INCLUDE:

ARTIN BLOCK — National Radio
ARY MOORE — National TV
LL MAJESKI — Washington Daily News
LDRED STOCKARD — Houston Chronicle
RGIL MIERS — Dallas Times-Herald

BOB BATTLE — Nashville Banner
BUCK HERZOG — Milwaukee Sentinel
NORMAN NADEL — Columbia Citizen
ARNOLD MARKS — Portland Oregon Journal
BETTY CRAIG — Denver Post
EDITH LINDEMAN — Richmond Times-Dispatch
ANN MARSTERS — Chicago American
PAUL HOCHULI — Houston Press

ROBERT STAPP — Rocky Mountain News
JACK GORDON — Fort Worth Press
ALLEN WIDEM — Hartford Times
KASPAR MONOHAN — Pittsburgh Press
JOHN ROSENFIELD — Dallas News
WARNER TWYFORD — Norfolk Virginian-Pilot
EMERY WISTER — Charlotte News
IRVING KUPCINET — Chicago Sun-Times



GUY MADISON · KIM NOVAK · BRIAN KEITH

starring

ALVY MOORE · WILLIAM CONRAD · and introducing KERWIN MATHEWS

Screen Play by STIRLING SILLIPHANT, WILLIAM BOWERS and JOHN BARNWELL · Based upon the Good Housekeeping Magazine story by JACK FINNEY

Produced by STIRLING SILLIPHANT and JOHN BARNWELL · Directed by PHIL KARLSON

Grosses

(*Continued from page* 1)

spite the over-all good weather broken by rain Sunday evening.

At Radio City Music Hall, the first week of "Love Me or Leave Me" is expected to hit a very big $170,000. The Music Hall's weekend gross of $133,500 was described as the biggest Memorial Day weekend business in the history of the showplace.

The first week of "Davy Crockett" at the Globe is forecast to do an excellent $41,500 while a splendid $68,000 is seen for the first week of "Soldier of Fortune" at the Roxy.

'Air' Holding Up

Holding up well is "Strategic Air Command" at the Paramount, with $10,000 seen for the sixth week. At the Astor, a fairly nice $21,000 for the first week of "Magnificent Matador" is predicted. The third week of "Violent Saturday" at the Mayfair is due to do a satisfactory $15,500.

At the Capitol, a fair $23,000 is seen for the fourth week of "The Prodigal," while a moderate $14,000 is expected for the second week of "Far Horizons" at the Criterion. A good $13,000 is due for the last four days of "The Blackboard Jungle" now in its 10th week at Loew's State.

Among the off-Broadway situations, "Marty" at the Sutton is forecast to register a sturdy $19,600 for its seventh week. "Adventures of Sadie" at the Normandie is due to hit a satisfactory $5,000 for its second week, while a nice $5,200 is seen for the 16th week of "Doctor in the House" at the Trans-Lux 52nd Street.

Devotes 1½ Pages

Pro and Con of Toll TV In 'N.Y. Herald Tribune'

The "New York Herald Tribune" yesterday devoted a page and a half, with illustrations, to "The Pro and Con of Subscription Television," as public interest in the subject continues to mount.

The "lead" article by Edwin L. Dale, Jr., of the paper's Washington bureau, states that no decision on toll TV by the Federal Communications Commission is to be expected for at least a year, perhaps much longer.

Arguments against pay TV are presented by Frank Stanton, president of CBS; arguments in favor, by E. F. McDonald, Jr., president of Zenith Radio Corp. Stanton calls it "a booby trap" which will hijack Americans. McDonald says all he wants is a chance to show the public what pay TV is, and reflects on the motives of those opposed to it.

Describes Workings

Walter Arm of the "Herald Tribune" staff describes the workings of the three pay TV methods—Phonevision, Telemeter and Skiatron. Other articles report on the opposition to pay TV of David Sarnoff, RCA board chairman; Robert Kintner, ABC president; commercial TV and agency men, and others.

An agency opinion quoted was that of Walter Craig, vice-president in charge of TV-radio for William H. Weintraub & Co., who said: "Naturally, if people are asked to pay $1 to see a new $5,000,000 movie in their living rooms and they can share that fee among a number of viewers, they will agree to it. But this is a business for a closed circuit and not for expropriating the free air waves. The government would never dare build a motion picture theatre in every community and offer it free to distributors of feature films. This is comparable to what toll television is asking for."

Bob Cooke, "Herald Tribune" sports editor, reports that a survey conducted by his department revealed that the average televiewer has not made up his mind yet about paying for televised sports events.

Tennessee TOA

(*Continued from page* 1)

the absence of president Stacy Wilhite of Cooksville, who was ill.

At an election, Tune was elected president of the Tennessee TOA, succeeding Wilhite. Other officers elected by the membership were: W. Russell Holder, Rockwood Amusement Co., Nashville, vice-president; Aubrey Crouch, Nashville, secretary-treasurer; Starr, Bijou Amusement, and Kermit Stengel, Crescent Amusement, Nashville, directors.

Big Holiday Trade For Conn. Drive-ins

HARTFORD, May 30.—Connecticut drive-in theatre operators were heartened by Memorial Day weekend business, with many locations reporting turnaway trade, particularly on Sunday night.

Regional outdoor attractions included "Battle Cry" and "From Here to Eternity," "End of the Affair," and "Hell's Island."

Downtown first-run as well as neighborhood and suburban theatres in the key cities, however, did not fare as well, with disappointing grosses reported for many of the new attractions. One philosophical observer noted, "Let's face it. This is the drive-in season, and we can't hope to maintain winter business even though we advertise to the hilt both the show and the air-conditioned comfort."

Production Drops To 26 Pictures

HOLLYWOOD, May 31.—The total number of pictures in work this week dropped down to a low of 26. Four pictures were completed while production was started on only one other.

Started was: "Kismet," CinemaScope, Eastman Color (Metro-Goldwyn-Mayer).

Completed were: "Marshall of Medicine Bend," Scott-Brown Prod., Technicolor (Columbia); "Man To Man," (Republic); "Bengazi," (Panamint), Superscope, Technicolor, and "Treasure of Pancho Villa," Superscope, Technicolor (RKO Radio).

Gemini Named Global Exhibitors' Head

From THE DAILY Bureau

ROME, May 28 (By Air Mail).—Comm. Italo Gemini, president of the Italian Association of Exhibitors, and owner of one of Italy's most important theatre circuits, has been elected president of the International Union of Exhibtors, the headquarters of which is in Paris, where the election meeting took place last week.

U. I. E. C. is the international federation of exhibitors' associations of 13 countries.

Dr. Renato Gualino of this city is president of the international Federation of Film Producers Associations.

MGM Production

(*Continued from page* 1)

followed immediately by "The Last Hunt," to be filmed in the Buffalo country of South Dakota.

All of the pictures now filming and five of the eight set to start will be in CinemaScope and color, the exceptions being "I'll Cry Tomorrow," "Fearful Decision" and "The Rack."

Slated to start this month and next are "I'll Cry Tomorrow," "The Tender Trap," "Gaby," "Weekend at Las Vegas," "Fearful Decision," and "The Rack."

In addition to the pictures scheduled for the studio, Zanra Productions will start "Forever Darling," to be released by M-G-M, on June 14.

Now before the cameras are "Kismet," "Diane," and "Forbidden Planet."

Two adventure stories are being produced abroad. After a month's filming in Pakistan, interiors for "Bhowani Junction," now are being filmed in M-G-M's British studios. "Quentin Durward," after weeks of filming in France, also is being completed in the London studios.

Senate

(*Continued from page* 1)

for the coming year and the final figure must now be worked out in a House-Senate conference.

The Senate passed the appropriation bill for the U. S. Information Agency exactly as recommended by the appropriations committee last week and after only a few minutes debate. It gives USIA as a whole $88,350,000, just $150,000 less than requested. The House approved $80,500,000. This year's USIA budget is $77,114,000.

'Gala-Type' Sneak Of 'Itch' Tonight

"The Seven Year Itch" in CinemaScope will have a "gala" celebrity, press and public "sneak" preview this evening at New York's Loew's State Theatre with Marilyn Monroe heading a slate of stars at the event.

The event, expected to attract big crowds, will receive newsreel and radio coverage as well as coverage by metropolitan newspapers and wire services. The picture opens on Friday.

Among the other celebrities invited are Grace Kelly, Eddie Fisher, Roxanne, George Axelrod, Billy Wilder, Tyrone Power, Rita Gam, Shelley Winters, and Basil Rathbone.

WARNER BROS. TRADE SCREENINGS JUNE 8TH



JOHN WAYNE · LANA TURNER

"The Sea Chase"

CINEMASCOPE · WARNERCOLOR · also starring DAVID FARRAR

LYLE BETTGER · TAB HUNTER with James Arness · Richard Davalos

Screen Play by James Warner Bellah and John Twist

DIRECTED BY JOHN FARROW

ALBANY
20th Century Fox Sc. Rm.
1052 Broadway • 2:00 P.M.

ATLANTA
20th Century Fox Sc. Rm.
197 Walton St. N.W. • 2:00 P.M.

BOSTON
20th Century Fox Sc. Rm.
115 Broadway • 2:00 P.M.

BUFFALO
20th Century Fox Sc. Rm.
290 Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century Fox Sc. Rm.
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 S. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Sc. Rm.
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
20th Century Fox Sc. Rm.
2219 Payne Ave. • 2:00 P.M.

DALLAS
20th Century Fox Sc. Rm.
1803 Wood St. • 2:00 P.M.

DENVER
Ogden Theatre
2:30 P.M.

DES MOINES
20th Century Fox Sc. Rm.
1300 High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century Fox Sc. Rm.
326 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century Fox Sc. Rm.
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Fox Boulevard Theatre
2:00 P.M.

MEMPHIS
20th Century Fox Sc. Rm.
151 Vance Ave. • 12:15 P.M.

MILWAUKEE
Warner Theatre Sc. Rm.
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
20th Century Fox Sc. Rm.
1015 Currie Ave. N. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Rm.
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century Fox Sc. Rm.
200 Liberty St. • 2:30 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA
20th Century Fox Sc. Rm.
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century Fox Sc. Rm.
1502 Davenport St. • 1:30 P.M.

PHILADELPHIA
Universal Sc. Room
251 No. 13th St. • 2:00 P.M.

PITTSBURGH
RKO Screening Room
1811 Blvd. of Allies • 1:30 P.M.

PORTLAND
Star Sc. Rm.
925 N.W. 19th Ave. • 2:00 P.M.

SALT LAKE CITY
20th Century Fox Sc. Rm.
316 East 1st South • 1:00 P.M.

SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Modern Theatre
2400 Third Ave. • 10:30 A.M.

ST. LOUIS
Scrence Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Amoassador Theatre
18th and Columbia Rd.
10:00 A.M.

Audience Poll

(Continued from page 1)

N. Y. A postage-paid envelope for this purpose is enclosed with the brochure.

All pictures listed on the ballot were submitted for nomination by the sales managers of the distributing companies. Universal heads the list with 16. Other entries are: M-G-M, 13; 20th Century-Fox, 10; Columbia, seven; Warner Bros., seven; Paramount, six; Allied Artists, five; RKO, four, and United Artists, four.

Each exhibitor is entitled to nominate not more than 10 pictures, and not more than 10 personalities in each of the other four categories on the first nominating ballot. Blank spaces are provided for write-in nominations. Ballots received after July 11, for the first set of nominations will not be considered.

Exhibitors Cautioned

Inasmuch as individual stars are to be chosen on the basis of their best performance, exhibitors are cautioned not to nominate any individual star for more than one performance. Nomination of a picture does not necessarily mean that an exhibitor must nominate stars or promising players in that picture, COMPO explained. Personalities may be named for their performance in other qualified pictures besides the one chosen by the exhibitor as the best. No ballot will be considered if more than 10 pictures and more than 10 players in each category are nominated, or if a player is nominated more than once.

The initial ballot lists the pictures, bearing the Production Code seal, which were released for the period between Oct. 1, 1954, and March 31, 1955. Subsequent ballots will be sent to exhibitors later for nomination of pictures released in the April-May-June and the July-August-September periods.

There were no pictures submitted for nomination by independent or foreign distributors on the first ballot although foreign and independently produced films, bearing the Production Code seal, and released within the stipulated period, were eligible. It is hoped that some pictures in this category will be made available for nomination in the last two releasing periods, COMPO said.

Here is Ballot's Lineup

The names of the pictures, producers and male and female stars listed on COMPO first nominating ballot in the Audience Poll are:

"Adventures of Hajji Baba" (Fox), John Derek, Elaine Stewart; "The Americano" (RKO), Glenn Ford, Ursula Thiess; "Athena" (MGM), Edmund Purdom, Vic Damone, Jane Powell, Debbie Reynolds; "Abbott & Costello Meet The Keystone Kops" (Univ.), Bud Abbott, Lou Costello, Lynn Bari; "The Black Widow" (Fox), Van Heflin, George Raft, Ginger Rogers, Gene Tierney; "The Bridges of Toko-Ri" (Par.), William Holden, Fredric March, Mickey Rooney, Grace Kelly.

"The Barefoot Contessa" (UA), Humphrey Bogart, Ava Gardner; "The Black Knight" (Col.), Alan Ladd, Patricia Medina; "Big Combo" (A.A.), Cornel Wilde, Richard Conte, Jean Wallace; "Battle Cry" (WB), Van Heflin, Aldo Ray, Mona Freeman, Nancy Olson; "Brigadoon" (MGM), Gene Kelly, Van Johnson, Cyd Charisse, Elaine Stewart; "Beau Brummel" (MGM), Stewart Granger, Peter Ustinov, Robert Morley, Elizabeth Taylor; "Bad Day at Black Rock" (MGM), Spencer Tracy, Robert Ryan.

"Blackboard Jungle" (MGM), Glenn Ford; "Black Shield of Falworth" (Univ.), Tony Curtis, Janet Leigh; "Bengal Brigade" (Univ.), Rock Hudson, Arlene Dahl; "Carmen Jones" (Fox), Harry Belafonte, Dorothy Dandridge; "The Country Girl" (Par.), Bing Crosby, William Holden, Grace Kelly; "Crest of the Wave" (MGM), Gene Kelly; "Captain Lightfoot" (Univ.), Rock Hudson, Barbara Rush; "Desiree" (Fox), Marlon Brando, Michael Rennie, Jean Simmons, Merle Oberon.

"The Detective" (Col.), Alec Guiness, Joan Greenwood; "Drum Beat" (WB), Alan Ladd, Audrey Dalton; "Deep In My Heart" (MGM), Jose Ferrer, Walter Pidgeon, Merle Oberon, Helen Traubel; "Dawn At Socorro" (Univ.), Rory Calhoun, Piper Laurie; "Destry" (Univ.), Audie Murphy, Mari Blanchard; "Four Guns to The Border" (Univ.), Rory Calhoun, Colleen Miller.

"Far Country" (Univ.), James Stewart, Ruth Roman; "Green Fire" (MGM), Stewart Granger, Paul Douglas, Graee Kelly; "Hansel and Gretel" (RKO), Kinemins (Electronically animated dolls); "The Human Jungle" (AA), Gary Merrill, Jan Sterling; "Hit The Deck" (MGM), Tony Martin, Walter Pidgeon, Vic Damone, Jane Powell, Debbie Reynolds, Ann Miller; "Jupiter's Darling" (MGM), Esther Williams, Howard Keel, George Sanders, Marge and Gower Champion.

"The Little Kidnappers" (UA); "The Long Gray Line" (Col.), Tyrone Power, Maureen O'Hara; "Last Time I Saw Paris" (MGM), Van Johnson, Walter Pidgeon, Elizabeth Taylor, Donna Reed; "Land of Fury" (Univ.), Jack Hawkins, Glynis Johns; "Bob Mathias Story" (AA), Bob Mathias, Melba Mathias; "Many Rivers to Cross" (MGM), Robert Taylor, Victor McLaglen, Eleanor Parker; "New York Confidential" (WB), Broderick Crawford, Richard Conte.

"Naked Alibi" (Univ.), Sterling Hayden, Gloria Grahame; "Prince of Players" (Fox), Richard Burton, Maggie MacNamara; "Phffft" (Col.), Jack Carson, Judy Holliday; "The Racers" (Fox), Kirk Douglas, Gilbert Roland, Bella Darvi; "Rear Window" (Par.), James Stewart, Grace Kelly; "Romeo & Juliet" (UA), Laurence Harvey, Susan Shentall; "Rogue Cop" (MGM), Robert Taylor, George Raft, Janet Leigh; "Sabrina" (Par.), William Holden, Humphrey Bogart, Audrey Hepburn; "Seven Angry Men" (AA), Raymond Massey, Debra Paget.

"A Star Is Born" (WB), James Mason, Judy Garland; "The Silver Chalice" (WB), Jaek Palance, Pier Angeli, Virginia Mayo; "Sign of the Pagan" (Univ.), Jeff Chandler, Rita Gam; "So This Is Paris" (Univ.), Tony Curtis, Gloria DeHaven; "Six Bridges To Cross" (Univ.), Tony Curtis, Julie Adams; "Smoke Signal" (Univ.), Dana Andrews, Piper Laurie; "There's No Business Like Show Business" (Fox), Dan Dailey, Donald O'Connor, Johnny Ray, Ethel Merman, Marilyn Monroe, Mitzi Gaynor; "Three Ring Circus" (Par.), Dean Martin, Jerry Lewis.

"Tarzan's Hidden Jungle" (RKO); "Three Hours to Kill" (Col.), Dana Andrews, Donna Reed; "Tonight's The Night" (AA), David Niven, Barry Fitzgerald, Yvonne DeCarlo; "Track of the Cat" (WB), Robert Mitchum, Teresa Wright; "Untamed" (Fox), Tyrone Power, Susan Hayward; "Underwater!" (RKO), Gilbert Roland, Richard Egan, Jane Russell; "Vera Cruz" (UA), Gary Cooper, Burt Lancaster; "The Violent Men" (Col.), Glenn Ford, Barbara Stanwyck; "White Feather" (Fox), Robert Wagner, Debra Paget.

"A Woman's World" (Fox), Clifton Webb, Fred MacMurray, Cornel Wilde, Van Heflin, June Allyson, Lauren Bacall, Arlene Dahl; "White Christmas" (Par.), Bing Crosby, Danny Kaye, Rosemary Clooney, Vera-Ellen; "Women's Prison" (Col.), Howard Duff, Ida Lupino; "West of Zanzibar" (Univ.), Anthony Steel, Sheila Sim; "Young At Heart" (WB), Frank Sinatra, Doris Day; "The Yellow Mountain" (Univ.), Lex Barker, Mala Powers.

Brochure

(Continued from page 1)

summer in all exchange cities. Leading exhibitors and the film exchange executives will attend to receive in detail all information concerning the successful exploitation of the audience awards program. The meetings demand your personal attendance. It is the first important project for the betterment of our industry that has been held for many, many months. It is vital to your financial success in this industry! We appeal for your enthusiastic support to make the audience awards program the most effective public relations activity ever conceived by this industry!"

NSS Distribution

The COMPO brochure, which is being distributed by National Screen Service, also includes a ballot for exhibitor nominations for their audience awards besides comments from officials of top circuits—Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres; Robert J. O'Donnell, general manager of Texas Interstate; Samuel Rosen, executive vice-president of Stanley Warner Corp.; Sol A. Schwartz, president of RKO Theatres, and Joseph R. Vogel, president of Loew's Theatres.

The heads of four exhibitor organizations, Independent Theatre Owners Association, Metropolitan Motion Picture Theatres Association, Theatre Owners of America and Allied States Association, pledge their full cooperation and support to the audience awards poll.

Full instructions as to nominations and public voting are embodied in the booklet, with plans in detail for all segmnents of the nation-wide campaign.

Doob

(Continued from page 1)

was promoted to special theatre executive with Joseph R. Vogel. Two years ago he switched from the theatre division to the M-G-M advertising department, to handle promotions for special pictures.

Doob began his career as a newspaperman and publicist for Lisbon theatres in Cincinnati. During World War I, he launched the plan of selling war bonds in theatres and was loaned by Loew's to the U. S. Treasury Department as a dollar-a-year man. For a number of years he was publicity head of the industry's March of Dimes drives which raised more than $20,000,000 for the National Foundation for Infantile Paralysis. As a member of COMPO's public relations committee, Doob proposed the idea of using industry ads in "Editor & Publisher." He was chairman of the executive committee of the Metropolitan Motion Picture Theatres Association, until he joined M-G-M.

British Election

(Continued from page 1)

land; Harold Wilson, president of the Board of Trade under the earlier Labour Administration.

On the Tory side is Sir Arthur Beverley Baxter, one-time editor of *The Daily Express* but now film-critic of *The Evening Standard*, who romped home with an immense majority.

All five men believe in motion pictures and are firmly pledged to their sustenance. They will constitute a mixed but hard core of advocacy in the Commons whenever film affairs come into debate.

There were many film business casualties at the polls, most notable of whom was Dennis Walls, sometime CEA president, who was just edged out of victory for the Tories at the Labour stronghold of Accrington in Lancashire.

George Elvin, fanatically left-wing secretary of Association of Cine and Allied Technicians once more suffered a heavy defeat in his contest at Oxford.

Cinerama to Rome

POME, May 28 (By Air Mail.)—The Palazzo Sistina here has been selected for the local Cinerama show case. Now being equipped, it is scheduled for a late June opening. It will be the second Cinerama theatre in Italy.

Fitzgibbons

(Continued from page 1)

bons and himself, and had also secured a personal office at Paramount Studios from which he would make periodic trips to Toronto to direct the affairs of Canada's largest circuit.

Fitzgibbons denied a report that he planned to enter the production end of the industry in California and that executive changes were about to take place in the Famous Players organization.

The Famous Players president, in Canada since 1930, intimated that the motive behind the move was largely a desire for a change in climate, although his attention to telemeter and the Chromatic-tube development would be facilitated by his presence in California.

UAC's Net Profit $312,357 for 1954

OTTAWA, May 31. — United Amusement Corp., Montreal, recorded a net profit of $312,357 in the fiscal year ended Jan. 1, or 27.9 per cent lower than the net of $433,023 in the previous year.

During 1954, extensive renovations were completed at six theatres, president George Ganetakos reports, adding that all theatres are now equipped with CinemaScope, wide screens and many with stereophonic sound.

Ask the man from Columbia!

HE'S GOT IT!

MPEA Meets on New Spanish Pact

A meeting of the Motion Picture Export Association here yesterday heard a report on the status of negotiations for a new Spanish film pact.

The report came from Griffith Johnson, MPEA vice-president now in Spain, conducting the talks aimed at establishing a new agreement. The old pact, its was stated, expired yesterday, although its terms will be in force until a new agreement is reached. The meeting also discussed the German situation, taking up the proposed German version of the Eady Plan. Johnson is due to visit Germany following the conclusion of talks in Spain.

Promotion Session At Va. Convention

RICHMOND, Va., May 31.—Hal Lyon, Franklin, Va., exhibitor general chairman of the Virginia Motion Picture Theatre Association annual convention, announced that Jerome Gordon, Palace Theatre, Newport, News, will head the committee for the special promotion-publicity session scheduled for June 16. The convention will be June 14-16, at the Chamberlin Hotel, Old Point Comfort.

A panel of Virginia promotion-minded exhibitors will lead the discussion which will include exhibits and reports by such exploiteers as William Wyatt of Charleston, West Va.

Industry leaders have also been secured to start off each day's business session. Horace Adams, president of the Independent Theatre Owners of Ohio, will lead off on June 15, followed by Robert W. Coyne, COMPO special counsel. E. D. Martin, president of the Theatre Owners of America, heads up the final day's meeting. Jack Beresin, past chief barker of Variety International, will be the speaker at the closing banquet.

In addition to the business sessions and banquet, a president's reception is scheduled for the opening evening, with other activities on the calendar including a comedy-diving exhibition, a tour of the U.S.S. "Forrestal," tour of the Jefferson Davis Casemate, card parties, golf, a special game night and the "Oasis of Good Cheer."

Frank Downey, 70; Long with M-G-M

HOLLYWOOD, May 31.—Funeral services were held here today for Frank Downey, 70, who retired a year ago after serving as M-G-M manager in Detroit for 30 years. Downey died of a heart condition on Sunday. He is survived by his wife and two daughters.

Kelley to Stockholm

From THE DAILY Bureau

HOLLYWOOD, May 31.—William F. Kelley of the Technical Director Research Council will leave here tomorrow for Stockholm to attend meetings of the International Standards Organization. Kelley will visit industry technological centers in Germany, France and England before returning.

Review

"Son of Sinbad"

(RKO Radio)
(SuperScope) *Hollywood, May 31*

A BOUNTIFUL harem of beautiful show girls, literally and "figuratively," have been assembled in revealing costumes to commercialize on a burlesque treatment of legendary offspring attributed to "Arabian Nights" personalities.

The film is destined to attract the followers of Dale Robertson, Sally Forrest and Mari Blanchard, as well as the set that finds the career of Lili St. Cyr, a symbol of their "dream girl." With teen-age trade likely to chance this farcical romantic adventure, some obviously needed cuts that would never be missed could insure healthier returns and better public relations. Sensuous interludes, presented as Arabian dance solos, will appear suggestive to some, arty to others, and superfluous to many. They have been integrated for atmosphere and as bridges for the film's action, of which there is plenty. The action is both interesting and eye-appealing, but Ted Tetzlaff's direction is aimed more toward the fun, laughs and glamor. It is in color by Technicolor, and in SuperScope.

Production-wise, Robert Sparks plied the film with as much glamor as costumes, drapes and shapely pretties would allow, and flavored the mood with a good musical background by Victor Young.

Story-wise, Aubrey Wisberg and Jack Pollexfen's screenplay created the son of Sinbad as a devil-may-care, handsome vagabond with an overactive libido. They found a true friend and pal for him in the person of Vincent Price as Omar the Tentmaker, who spends his time playing a kind of Arabian 'Cyrano" feeding Sinbad poetic lines that in turn capture the hearts of the harem honeys, who at times have a tendency to act like screaming Sinatra fans. Wisberg and Pollexfen also found a way to bring Ali Baba's 40 thieves into the picture. Only, these happen to be the "gorgeous" daughters of the deceased famous band.

Sinbad, sentenced to die because he dared make love to "Khalif," Leon Askin's harem queen, Lili St. Cyr, gets a chance at freedom for himself and Omar when he vows to bring Mari Blanchard, kidnaped by Murad, an enemy of Bagdad, back to the palace, because she knows the secret formula for an explosive.

When Sally Forrest, servant to the harem queen, finds out that Sinbad prefers her to anyone in the harem, she reveals herself as a member of the 40 thieves and enlists their aid in conquering Murad and his men. The heroics of Sinbad, Sally and the 40 girls afford them freedom at the palace and earn for Sinbad the title of "number 2" man.

Running time, 88 minutes. Adult classification. Release, in June.

SAMUEL D. BERNS

Newsreel Censoring In Md. Ends Today

BALTIMORE, May 31.—Effective tomorrow newsreels in Maryland no longer will be subject to prior censorship. This is the result of the current year's new law created by the Maryland state legislature.

At the same time, general film laws will be brought in line with recent Supreme Court opinions. The Baltimore City Court no longer will have final say in censorship disputes. Cases may be taken to the Court of Appeals.

'Foys' Opens Tonight In Sydney, Aust.

SYDNEY, Australia, May 31.—One of the most important motion picture openings to take place in Australia will be the world premiere tomorrow night of "The Seven Little Foys," Bob Hope's new starring film for Paramount.

An audience, said to represent a virtual "Who's Who" of Australian society, civic and business leaders, will be on hand for the premiere which is being held as a benefit for the Australian Cerebral Palsy Fund at the Prince Edward Theatre.

Hope, who has arrived here from the United States will star in a special half-hour stage show, and later will attend a reception for the prominent guests, who are paying $280 a pair for premiere tickets.

Hope's appearance at the premiere will launch his personal appearance tour Down Under on behalf of the Cerebral Palsy fund drive. He is National Chairman of United Cerebral Palsy in the United States.

Production Firm Formed in Ottawa

TORONTO, May 31.—Announcement is made here of the launching of a film producing company at Ottawa, tentatively known as "Screen of Truth and Liberty," by Russian-born Nicholas Phillipowich Kairez, 47, graduate of the Theatrical Institute of Kharkov, who stated he had spent some war years in a Nazi prison camp after capture by the Germans. He came to North America in 1947.

Associated with Kairez is Fred C. Leavens, president of Fredell Theatres, Ltd., which has three theatres in Ottawa.

Kautzky Is Named Altec N.E. Mgr.

C. S. Perkins, operating manager of Altec Service Corp., announced that Ralph Kautzky had been made permanent division manager of Altec's Northeastern division, with headquarters in New York. Kautzky stepped up from Northeastern branch manager in October, 1954, following the appointment of Perkins, division manager, to the post of operating manager. The Kautzky appointment, temporary at the time, has now been made permanent.

James Reelected

From THE DAILY Bureau

HOLLYWOOD, May 31.—Nat W. James was today re-elected president of the Publicists Guild with Don Boutyette elected vice-president, Clary Barbiaux, treasurer, and Barbara West, secretary, it was announced.

National Pre-Selling

U-I's "Foxfire" will be advertised in national magazines that have a combined readership of 146 millions.

Color ads will appear in "Look," "American Weekly," "This Week," "Parade," "Family Circle" and "Woman's Day."

Black and white ads will be in "Motion Picture" magazine, "Modern Screen," "Screenland," "Movieland" and "Screen Stories."

•

A striking full color ad on "Son of Sinbad" appears in the current issue of "Collier's."

•

"Life" has selected "The Seven Year Itch" for review in the current issue. "The important thing about the movie," reports the reviewer, "is that it answers the burning question, can Marilyn Monroe also act? Has Marilyn, in a slapstick but sophisticated role, really arrived as a comedienne? Well, she has." "Life" reports, summing it up, "Director Billy Wilder's 'Itch' is an adult, uproarious farce."

•

A brilliantly colored front cover on the June issue of "Cosmopolitan" features Shirley Jones, star of Rodgers and Hammerstein's "Oklahoma." Credit to the first Todd-AO picture also appears on the cover.

In the same issue is a location story on "Oklahoma" written by Jon Whitcomb. It is illustrated with full color photos of the cast and a reproduction of the 70mm. Todd-AO film on which "Oklahoma" was printed.

•

A beautifully colored picture of Doris Day highlights a two-page editorial spread devoted to "Love Me or Leave Me" in the current issue of "Look." Other interest-compelling photos of James Cagney and Doris Day, stars of "Love Me or Leave Me," are used by "Look's" editor who reports it to be, "A true story of a singer and a gangster which makes a fine film."

•

"This Island Earth," "Love Me or Leave Me," and "The Purple Mask" receive laudatory reviews in the June issue of "Seventeen."

•

Florence Somers, selecting "Love Me or Leave Me" as the "Redbook" picture of the month for June, reports that "James Cagney, who comes close to stealing the show, is cocky, brutal and, at all times, believable and fascinating."

•

"The Seven Little Foys" has been selected to receive "Parent's" magazine Medal Award as the outstanding family picture for July.

•

Walt Disney's "Lady and the Tramp" is advertised in the June issue of "McCall's."

•

"Daddy Long Legs" has been selected by "Parents'" Magazine to receive its Medal Award of Special Merit for June.

•

"Quest for the Lost City" is the subject of the lead review in the May issue of "Woman's Day."

WALTER HAAS

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 107 NEW YORK, U. S. A., THURSDAY, JUNE 2, 1955 TEN CENTS

On Divorced Circuits

Hope to Ease Restrictions on EFFG Project

Modification Is Sought By TOA with D. of J.

Hopes for modifying Department of Justice restrictions on the participation of divorced circuits in Exhibitors Film Financial Group were voiced here yesterday in Theatre Owners of America circles.

A TOA spokesman, while declining to spell out the restrictions sought by the Justice Deppartment, said that the sought-after restrictions will be the subject of negotiations between TOA, sponsors of EFFG, and the Justice Department.

His reluctance to state the restrictions, the TOA spokesman explained, was due to the possibility of modifying them in negotiations, indicating that currently they are so "tough" that it would severely limit or nullify participation by divorced circuits in EFFG now.

In Washington, assistant attorney

(*Continued on page 3*)

Exhibition Must Push Poll Plan To Public: Rhoden

The exhibition phase of the motion picture industry must assume the leadership and expert showmanship in presenting to the American public the details of the national audience awards poll to be held Nov. 17 to Nov. 27, Elmer C. Rhoden, national chairman of the poll, states in a foreward to the brochure which COMPO is issuing.

Rhoden appeals for enthusiastic industry support "to make the audience awards program the most effective public relations activity ever conceived by this industry."

The COMPO brochure is being

(*Continued on page 3*)

2,000 in Attendance At 'Sneak' of 'Itch'

Over 2,000 celebrities and industry figures attended the "sneak" preview of "The Seven Year Itch," 20th Century-Fox's CinemaScope release of the Broadway comedy, at the Loew's State Theatre here last night.

Marilyn Monroe, who stars with

(*Continued on page 6*)

Allied Says Makelim Sets Two for 1955

Hal R. Makelim plans to produce and release two pictures this year, Allied States officials have been informed. Allied sponsored the original Makelim Plan in 1953 as a means of relieving the product shortage.

Allied sources also report that Makelim is rejecting some of the original exhibition contracts for his pictures. The contracts called for no cash outlay on the part of exhibitors.

Perkins V-P Of Para. Int'l

James E. Perkins has been elected executive vice-president of Paramount International Films, Inc., it was announced by George Weltner, in charge of world wide sales for Paramount.

Perkins, who will headquarter in New York, previously was chairman and managing director for Paramount International Films for the United Kingdom, with offices in London.

A veteran of 30 years association with Paramount, Perkins became the company's sales representative in Japan shortly after joining the organization in 1925.

He moved successively to the posts of manager in China, 1933; general manager for Japan, China and the Philippines, 1935; managing director for the entire Orient, 1941; and division manager for the Far East, Australasia and South Africa for Paramount International Films, Inc., 1944.

Perkins was placed in charge of the United Kingdom operations in 1946, the position he had until yesterday.

On National Policies

TO SEEK MODIFIED UNIFORM TERMS

Joint Allied-TOA Committee Will Key Plea On Need to Keep Small Houses Operating

By MURRAY HOROWITZ

Sharp modification of uniform, national sales terms as they apply to small theatres will be sought by the joint exhibition committee in the group's projected talks with Paramount and Warner Brothers, it was learned here in trade quarters yesterday.

The joint Allied States-Theatre Owners of America committee, according to a witness to its strategy, will key its plea on the need to keep the thousands of smaller theatres throughout the country in business. It will be argued, as it was contended when the committee met with 20th Century-Fox, that the small theatres cannot stay in business when the big pictures must be by-passed because of fixed rental terms, applicable both to large and small situations.

A clearer understanding of the joint committee's approach came as the illness of TOA president E. D. Martin necessitated a delay in seeking a meet-

(*Continued on page 3*)

COMPO Awards Poll Will Boost Industry Business: Rhoden

From THE DAILY Bureau

HOLLYWOOD, June 1. — COMPO's national audience awards poll will result in a terrific business boom for the motion picture industry, committee chairman Elmer C. Rhoden told studio advertising and publicity heads at a luncheon tendered today at National Theatres headquarters here.

Rhoden stated that a major television network has approached COMPO for the television rights to the poll results, but he is hopeful that it can be made available to all television companies as a public service.

The National Theatres head met with the studio advertising and publicity heads to create campaigns for exhibitor participation in the polling, and asked them to prepare more trailers on new personalities. Rhoden will launch the first of the exhibitor-distributor meeting in New York next Wednesday, with other regional meetings to follow.

Senate Delinquency Hearings to Shift to Hollywood June 15

WASHINGTON, June 1. — Some 20 witnesses, including top Production Code officials, will testify at the Senate juvenile delinquency sub-committees Hollywood hearing later this month.

The sub-committee is prepared to look into the possible effect of motion pictures of juvenile delinquency. According to James H. Bobo, subcommittee counsel, the hearings will take place in Hollywood on June 15 and 16.

Bobo said the committee will hear

(*Continued on page 3*)

Settle Percentage Suit Out of Court

Special to THE DAILY

PORTLAND, Ore., June 1.—Six motion picture distributing companies have settled out of court their claims against the estate of Charles L. McNeil, former owner of the Plaza Theatre here, who committed suicide in 1953.

The distributors had charged the

(*Continued on page 6*)

Prediction for 1955

See Slight Decline in U. S. Earnings in W. Germany

Earnings of American pictures in Western Germany are expected to decline slightly during the current 1954-55 season, according to foreign department sources. The reasons given for the drop is the fewer sales of U. S. black-and-white product and of the so-called "smaller-action" pictures. Screen time for U. S. pictures in the 1953-54 bracket remained at the same level of 1952-53, it was said. However, indications are that increased CinemaScope sales during 1955-56 will compensate for the losses, at least to some extent.

Executives of distribution international subsidiaries point out that West German producers' losses last year amounted to approximately 25 per cent of their total costs. There was continued pressure for increased governmental assistance in the form of restriction on foreign competition. It was explained that last October,

(*Continued on page 3*)

Personal Mention

SPYROS P. SKOURAS, president of 20th Century-Fox, returned to New York yesterday from Mexico City. He plans to leave here for the Coast on Monday.

•

W. C. GEHRING, executive assistant general sales manager for 20th Century-Fox, will leave New York tomorrow for Hollywood to confer with AL LICHTMAN, director of distribution, and studio officials.

•

JAMES PETRILLO, president of the American Federation of Musicians, will arrive here today from Europe aboard the Ile de France.

•

IRVING SOCHIN, Universal Pictures short subjects sales manager, is visiting Albany and Buffalo from here this week.

•

FOSTER M. BLAKE, Western Division manager for Universal Pictures, will return here today from Kansas City.

•

MILTON WEHMEYER, manager of the Royal Theatre in Toledo, and MRS. WEHMEYER, observed their 50th wedding anniversary last Sunday.

•

MURRAY SILVERSTONE, president of 20th Century-Fox International Corp., left here yesterday for London.

•

ELIA KAZAN and MRS. KAZAN, will arrive in New York today from Europe aboard the Ile de France.

•

IRVING DRUTMAN, writer-publicist, will arrive in Rome today from New York.

•

SAM KATZMAN, producer, and FRED F. SEARS, director, are in Detroit from Hollywood.

•

LINDA SALZBERGER of Paramount's foreign publicity department has returned here from Europe.

•

HARRY ALAN TOWERS, British producer, has returned to London from New York via B.O.A.C. Monarch.

•

JACK GOLDBERG, M-G-M branch manager in Albany, has returned there from a West Coast vacation.

•

BETSY BLAIR will arrive here today from Cannes, France.

•

LELAND HAYWARD, producer, has returned to New York from Paris.

•

DIMITRI TIOMKIN is in New York from Hollywood.

•

SOL SIEGEL, producer, has returned to the Coast from New York.

Decca Dividend

Directors of Decca Records, Inc., yesterday declared a regular quarterly dividend of 17½ cents per share on the company's capital stock payable June 30 to stockholders of record on June 16.

Hartford Church Official Highly Critical of Films

Special to THE DAILY

HARTFORD, June 1.—Publication of a statement by the Most Rev. Henry J. O'Brien, Archbishop of Hartford, sharply criticizing the current lowering of moral standards in motion pictures, has been followed by cancellation of the June 3 regional premiere of RKO's "Son of Sinbad."

George E. Landers, Hartford division manager of E. M. Loew's Theatres, had scheduled the attraction, condemned by the Legion of Decency, for the downtown E. M. Loew's.

Statement Widely Read

The Archbishop's statement, read in all Roman Catholic churches in the Hartford Archdiocese, was prefaced by mention by title of the RKO release.

The statement declared: "The current lowering of moral standards in motion pictures is a well-known fact. An ever increasing number of pictures get an objectionable classification from competent moral authorities. Also, in the advertising for pictures, both illustration and wording are more and more suggestive.

Young Are Affected

"At the same time, the American people are horrified and alarmed by the massive evidence of vice and crime polluting the life stream of the nation and affecting the young. They urgently wonder about its causes and remedies.

"Immoral entertainments are one source of infection. Keeping away from these, and keeping our young people away from them, is both a necessary measure of protection, and a highly effective way of discouraging the production of corrupting pictures."

Legion's 'C' to 'Bed'; Gives 4 'B' Ratings

The French production of "The Bed" which is being distributed in the United States by Kingsley International has received a "C" rating from the National Legion of Decency, which also awarded "B" classification to four other pictures, according to the Legion's latest report.

The Legion of Decency condemned "The Bed" because the film "consists of a group of episodes all of which gravely offend Christian and traditional standards of morality and decency by reason of a condonation of immoral actions; suggestive costuming, dialogue, situations and a sympathetic treatment of divorce."

Placed in the "B" category were "Adventures of Sadie," a 20th Century-Fox release, which was objected to because of "suggestive costuming, dialogue and situations and a light treatment of marriage; M-G-M's "Love Me or Leave Me" which the Legion said "reflects the acceptability of divorce and has suggestive costuming and sequence; 20th-Fox's "Magnificent Matador" which has a "suggestive situation which tends to misrepresent religious practices; and IFE's "Outlaw Girl" which "tends to arouse sympathy for immoral actions."

'Stranger' to Capitol Here on June 29

"Not As A Stranger," Stanley Kramer production, will have its Broadway premiere at the Capitol Theatre on June 29, simultaneously with the world premiere of the United Artists release at the Stanley Warner Theatre in Beverly Hills, Cal.

The concurrent openings in New York and Beverly Hills will be publicized with a 76-station National Broadcasting Co. television network which will carry Steve Allen's "Tonight" program from the lobby of the West Coast showcase.

Heart Attack Fatal to Briwa, N.O. Leader

NEW ORLEANS, June 1.—Eldon F. Briwa, 50, who was active in both distribution and exhibition in New Orleans for 30 years, died on Sunday and funeral services were held here yesterday. Death was caused by a heart attack.

Briwa started in the industry as a cashier in the Metro exchange in 1925. He subsequently became associated with Joy N. Houck and L. C. Montgomery in the Film Service Corp., later expanding into theatre operations in Mississippi and Louisiana. He was vice-president of Bri-Mont Booking and Buying Service. Briwa was a charter member of the New Orleans Variety Club tent No. 45.

Philadelphia Airport Will Have Theatre

Special to THE DAILY

PHILADELPHIA, June 1. — A 90-seat modern theatre will be constructed in the main terminal building of the International Airport here for the convenience and entertainment of air travelers and other visitors. To be built by Airport Theatres of New York, Inc., it will cost between 15 and 20 thousand dollars to construct and will be open daily from 9 A.M. to midnight, and will offer a 90-minute show consisting of newsreels, comedies, cartoons and travelogs. Admission will be 25 cents.

Operation is expected to start in three months.

Rites for Horstman, Jr.

Funeral services will be held tomorrow for Charles Frank Horstman, Jr., 14-year-old son of Charles F. Horstman, manager of RKO Theatres' maintenance and construction department, who died suddenly on Monday. Rites will be held at the Fox Funeral Home in Larchmont at 11 A.M.

British Industry Counters Rail Strike

From THE DAILY Bureau

LONDON, June 1. — Emergency plans for film deliveries worked out in advance jointly by Cinematograph Exhibitors Association and Kinematograph Renters Society reportedly were put into effect without a hitch when the railroad strike hit Britain at midnight last Saturday.

A detailed trucking plan with standby crews went into operation at once and in more remote areas individual "cross-overs" between theatre managers who were kept informed of booking details helped meet the emergency.

Projectionists Picket Re-Opened Theatre

ALBANY, N. Y., June 1.—Closed for months and prior to that only a weekend operation, the Paramount Theatre here was reopened on lease by Jules Perlmutter and was immediately picketed by Motion Picture Operators' Local 324, IATSE.

It marks the first time in many years that an Albany theatre has operated without union projectionists. Perlmutter, who also operates drive-ins at Lake George and Cobleskill, and conventional houses in Chestertown, and Lake George Village, was reported to have taken the position that patronage in the neighborhood, fringe situation would not be sufficient to pay the union scale. He installed a wide screen and CinemaScope after leasing the house from Neil Hellman.

Kentucky 'Fun' Tax In April Is $90,794

LOUISVILLE, June 1.—The Kentucky Department of Finance and the Department of Revenue reported that the combined tax revenue derived from amusements during the month of April totaled $90,794 as compared to $88,108 collected during April of 1954.

The state fiscal agency said that tax revenue collected for July through April from amusements, 1954-1955, was $1,377,321, or an increase of $103,734 over the previous comparable period.



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TENT TALK

Variety Club News

PITTSBURGH—David C. Silverman, RKO Radio branch manager here, has been elected to the board of directors of Tent No. 1 to fill an opening on the board.

△

ATLANTA — Ralph Staub, producer of "Screen Snapshots," was here to film activities of Atlanta's Cerebral Palsy Clinic which is supported in part by the local Variety Club by its "Old Newsboys' Day." The "Old Newsboys' Day" this year resulted in a collection of more than $75,000 and the contributions are still coming in. The pictures taken here will be included in a full-length feature to be titled "The Heart of Show Business" and is slated for release late in the summer.

△

CLEVELAND—The Cleveland Variety Club will launch a project to raise money for its Cerebral Palsy Foundation by placing boxes containing paper matches in drug stores, cigar counters, etc. A box for voluntary contributions will be alongside. It is estimated that $50,000 a year may be raised in this way. One hundred volunteers will service the installations. Irwin Shenker of Berlo Vending Co. and Leonard Greenberger, manager of the Fairmount Theatre, head the planning committee.

△

BOSTON—Proceeds from a dance held in observance of Armed Forces Day will be turned over to the Variety Club of New England for its Jimmy Fund, according to Major Louis Osborne.

EFFG

(*Continued from page* 1)

general Stanley Barnes said that the department had given the TOA people certain restrictions to be sure that the divorced theatres "would not get a preferred access to pictures financed through EFFG." Barnes refused to comment further.

Pinanski Has Hopes

EFFG president Sam Pinanski, while visiting New York last week, acknowledged that at this stage no divorced circuits are participating in EFFG. At the time, he expressed hope that the Justice Department would recognize the need for an organization such as EFFG to flourish and modify its position on divorced circuits participating in EFFG.

United Air Reduces Film Freight Rates

Rate reductions of from 46 to 58 per cent on film and 23 other major commodities flown from Allentown-Bethlehem-Easton and Philadelphia to the New York area have been placed in effect by United Air Lines.

Air freight rates from Allentown-Bethlehem-Easton have been cut to $2.57 per 100 pounds; from Philadelphia to $2 per 100 pounds. Similar reductions apply to advertising matter.

Exhibition Group Plan

(*Continued from page* 1)

ing "at the summit" with Paramount and Warner Brothers.

The postponement of at least another week for the meetings, originally slated to take place this week, arose amidst official silence from both Paramount and Warner Brothers. Neither company has so far indicated whether it would confer with the joint committee, although a Paramount official, when queried, said his company has yet to receive a formal request for a meeting.

The stress on the plight of the small theatres formed one of the major topics of discussion when the joint committee met last week with 20th-Fox president Spyros P. Skouras, it was learned. The principal reason for the harmony which was said to have prevailed at the meeting was reported to be the recognition by Skouras that steps should be taken to keep the small theatre in business.

The 20th-Fox meeting, which is believed to forecast the pattern of future meetings, was said to be highlighted by the report of William C. Gehring, executive assistant general sales manager. He maintained, in his exposition to the leaders of organized exhibition, that the 20th-Fox sales policy is a "flexible" one, geared to sell every theatre, both large and small.

He also stressed that 20th-Fox has no fixed national sales terms for any of its pictures, contending that the company's field force has been instructed to obtain "fair and equitable" rental terms, dealing with each theatre and each picture separately. It also was pointed out that 20th-Fox already has inaugurated a policy of selling CinemaScope pictures on flat rentals to small town theatres that gross $1,000 or less weekly, if requested.

The importance of the small theatres to 20th-Fox, which are said to account for approximately five per cent of the company's revenues, was reported to have been acknowledged by Gehring as well as Skouras. There was said to have been some interchange, described as quite mild, on what is a "fair and equitable" film rental.

Other topics discussed at the meeting were said to be the decline in theatre attendance, the shortages of product and the current print situation.

Skouras' personal invitation to meet with exhibition leaders on an individual company basis was reported to be one of the major reasons for the consequent meeting. The personal invitation was said to have been extended when Skouras replied in the negative to the committee's request that he join a round-table industry conference.

The lengthy meeting broke up with 20th-Fox announcing that exhibition's stated grievances would be considered and that a statement on the 20th-Fox's sales policy would be issued after conferences with distribution director Al Lichtman, now recovering from an illness on the Coast. The statement may be issued following Gehring's slated trip to the Coast. He is due to leave here for talks with Lichtman and studio executives on June 10.

W. Germany

(*Continued from page* 1)

Western Germany withdrew its screen time quota guarantee under GATT, thus setting the stage for possible legislation which would establish a more than 27 per cent screen time quota for West German films. New German releases occupied approximately 46 per cent of total screen time during the 1953-54 distribution year and U. S. pictures occupied between 35 and 37 per cent of total screen time for the same period, with foreign pictures and German reissues getting 20 per cent.

Executives claim that it became apparent last year that the West German film industry was following a development pattern similar to that which occurred in the U. S. Distributors were rapidly becoming distributor producers, with the result that it is becoming difficult for smaller independents to get distribution. As a result, it was said, the production of the small-action picture dropped off considerably last year.

Foreign department people noted a trend during 1954 toward wide screen production which probably will become a major shift in 1955. It is expected that by the end of this year more than 1,500 theatres in Western Germany will be equipped with wide screens. One wide screen picture by a West German producer already has been shown this year and production of this type is expected to increase considerably during the rest of 1955.

It was pointed out that West German motion picture attendance increased to 733,000,000 last year and that the theatres' gross income for 1954 was 760,000,000 marks.

Rhoden

(*Continued from page* 1)

distributed to all exhibitors of the country by National Screen Service.

The poll chairman, who is president of National Theatres, Inc., says in the brochure's foreword that: "In our hands rests the responsibility of selecting the pictures and personalities that will be placed in nomination for the motion picture public to vote upon. To intelligently do this, we must make a greater effort to see all pictures released, to watch carefully the performances of our artists, and in particular to watch closely the performances of the new personalities that are introduced in our past and current releases.

"We must invite our public to watch more carefully, and to appraise fairly the entertainment values of pictures, and the performances of our artists. All of this promotional work will develop a keener interest on the part of the public to see more motion pictures."

Navy Joins Campaign For 'Annapolis' Bow

Special to THE DAILY

MEMPHIS, June 1.—A 45-foot replica of a U. S. Navy aircraft carrier was on display when Allied Artists' Technicolor production, "The Annapolis Story" opened at the Warner Theatre here today.

The U. S. Navy is joining in the campaign to promote the AA production by detailing a number of personnel to operate signal lights on display aboard the carrier and other naval equipment.

People

Edmund C. Grainger, Jr., has returned to the industry law firm of O'Brien, Driscoll & Raftery as tax counsel after having been on leave of absence for two years as a special assistant to the U. S. Attorney General in the tax division of the Department of Justice.

□

Emil Friedlander of Dazian's, Inc., here has been named chairman of the amusements division of the 56th anniversary celebration of the National Jewish Hospital in Denver. The hospital will mark its anniversary with a testimonial dinner to **Andrew Goodman,** president of Bergdorf Goodman, at the Hotel Waldorf Astoria on June 9.

□

Dr. Maurice Nelles, director of research and diversification of Technicolor Motion Picture Corp., will be honored with a degree of Doctor of Science by the University of South Dakota on June 6 at Vermillion, S. D. Once every five years the regents of the university select an outstanding alumnus in the field of science, this year choosing Doctor Nelles.

□

George Roberts, treasurer of Boston's Rifkin circuit, has been elected to represent the Grand Lodge, District No. 1, at the international triennial convention in Washington next year.

□

Mrs. Gene Barnett of Bri-Mont Booking Service has been elected president of the New Orleans chapter of the Women of the Motion Picture Industry, succeeding **Mrs. Connie Aufdemorte.** Others elected were **Mrs. Ora Johnson,** Motion Picture Advertising, first vice-president; **Shirley Folse,** United Artists, second vice-president; **Mrs. Mary Kelly,** Universal, recording secretary; **Mrs. Marie Berglund,** MPA, corresponding secretary; **Mrs. Imelda Giessinger,** Richards Center, treasurer; **Mrs. Mary Morris,** Paramount; **Mrs. Natalie Odom,** M-G-M; **Ruth Toubman,** Southeastern Theatre Equipment Co., and **Elizabeth Bacon,** United Artists, directors.

Senate Hearings

(*Continued from page* 1)

representatives from the motion picture code and the advertising code. It will also take testimony from independent producers "who put out pictures for adults only," Bobo said. In addition, it expects to call several writers and actors.

Committee chairman Kefauver (D., Tenn.) will definitely go out to the Coast for the hearings and it is probable that he will be accompanied by Sen. Langer (R., N. D.). It is not known yet whether the other subcommittee members — Senators Hennings (D., Mo.) Wiley (R., Wisc.) and Daniels (D., Tex.)—will accompany the sub-committee.

The committee staff has already looked into press books on several motion pictures and has spent considerable time talking to Code officials.

Mister Wilkerson wr

Mister



RADE VIEWS by W.R. WILKERSON

(REPRINTED IN ITS ENTIRETY FROM THE 'HOLLYWOOD REPORTER,' MAY 19)

IT'S OUR GUESS, after listening to a preview audience howl for the better part of two hours, that the Warners-Leland Hayward production of "Mister Roberts" will hang up one of the top grosses of this and any other year.



Recently in this column we offered an opinion that our major and minor producers were muffing big potential ticket sales through their refusal (or inability) to come up with pictures that would give audiences the big laughs they yearned to enjoy through viewing motion pictures. We suggested the early foundation of this business was accomplished through the exhibition of pictures that made the ticket buyers merry, gave them laughs, sent them home in happy moods. Further, that our theatre patrons do not want to add to their worries through viewing pictures that burden them with additional mental griefs.

We hardly had the sheet out of this typewriter when a sneak showing of "Mister Roberts" at the Pantages answered our prayer. We heard a jammed theatre rocked to its very rafters with about the greatest continuous

NEXT ATTRACTION
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FROM WARNER BROS. STARRING
HENRY FONDA · JAMES CAGNEY
WILLIAM POWELL · JACK LEMMON
CINEMASCOPE
WARNERCOLOR AND STEREOPHONIC SOUND
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Screen Play by FRANK NUGENT and JOSHUA LOGAN
Based on the play by
THOMAS HEGGEN and JOSHUA LOGAN
PRODUCED BY
LELAND HAYWARD
Directed by
JOHN FORD and MERVYN LeROY
MUSIC COMPOSED AND CONDUCTED BY FRANZ WAXMAN

es an editorial about

Roberts

laughter ANY theatre has ever had. Not only is "Mister Roberts" packed with good, sock belly laughs, it's an exceptionally fine piece of film entertainment that will pack every theatre in the land that's fortunate enough to get its play.

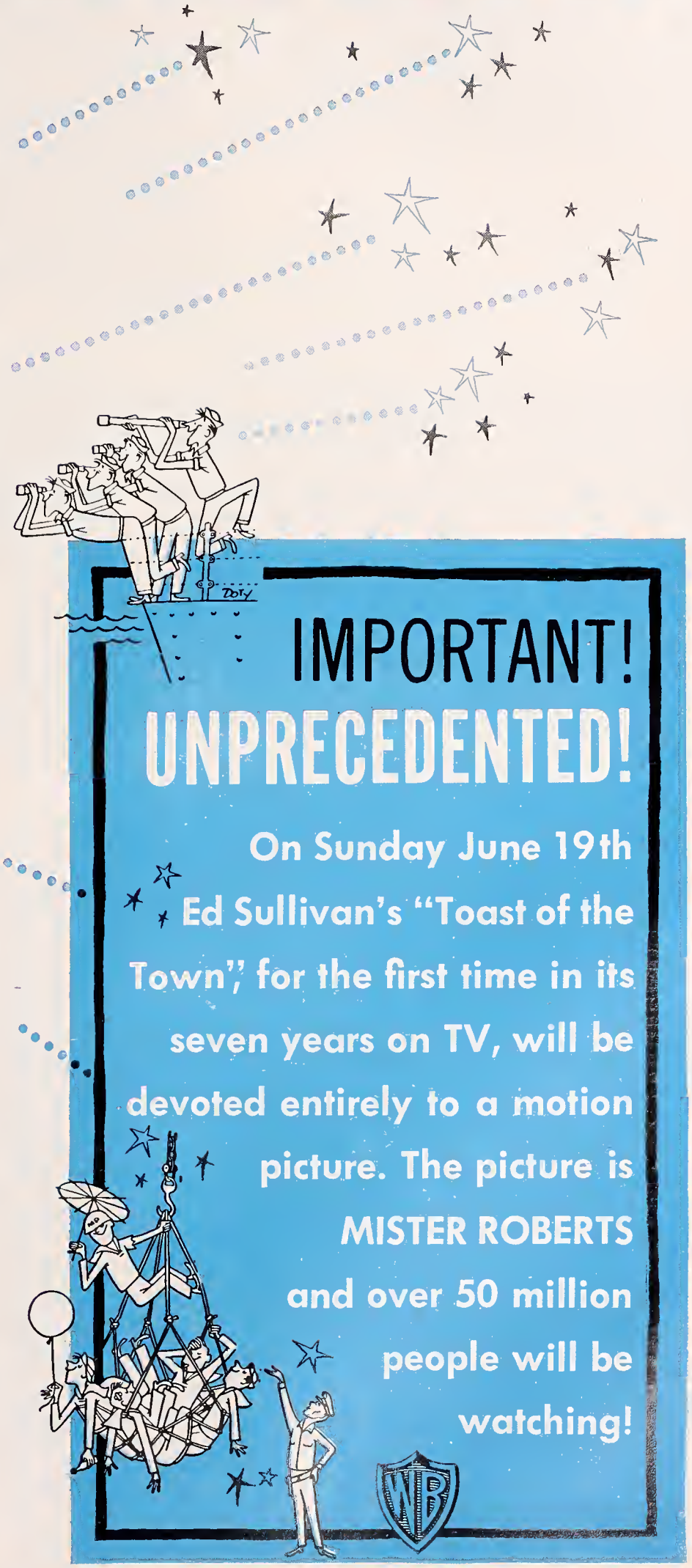
We didn't see the play — also produced by Leland Hayward — but our preview companion had seen it and told us the picture is just



100% better than the show that ran for three years in New York and reaped a boxoffice harvest not only there but throughout its long road engagement.

Too—it's our guess that other big production outfits, once they see this picture, listen to the audience reaction and then view the reports of its big cash take, will shift their thinking, ditch a lot of the heavy material now on their planning boards and reach for material that will produce fun and laughter and be able to watch their own boxoffice barometer rise. True, any of them can't pick up a "Mister Roberts" in a fast search, but they can change their sights with a greater accent on comedy and find themselves in a better picture business, winning back a lot of the audience they have lost and bringing a lot of new faces to theatre ticket windows.

"Mister Roberts" will be a sock attraction everywhere. Thanks, Mister Warner! Thanks, Mister Hayward!



Sindlinger Studies Galveston Area

The Galveston, Tex., area is the latest market to be analyzed in depth by Sindlinger & Co., Inc., business analysts. The Galveston study is sponsored by Interstate Theatres and the Martini Theatre and includes all of the major theatres in the city.

The study by Sindlinger is being conducted simultaneously with five other studies in Beaumont and Bonham, Tex., Oklahoma City and Enid, Okla., and in Lincoln, Neb.

Interstate Personnel Changes in Houston

Special to THE DAILY

HOUSTON, June 1.—Transfer of A. D. Deason, assistant city manager for Interstate Circuit for 13 years, to the post of head booker in Dallas for neighborhood houses in four Texas cities, caused five other changes in the Houston setup.

To succeed Deason as assistant city manager, Al Lever, Interstate's city manager for Houston, selected Russell Rindy, manager of the Tower Theatre.

For the Tower Theatre, Lever transferred Ross Vallone from the Eastwood. For the Eastwood he brought Hank Hannington from the Santa Rosa. John Ellis moved to the Santa Rosa managership from the Wayside Theater. Oliver Klaus was promoted to manager of the Wayside, from assistant manager of the Majestic.

To Dedicate Martin, Lewis Playhouse

Dean Martin and Jerry Lewis will receive a tribute to their achievements as a team of entertainers when the owners of Brown's Hotel, Loch Sheldrake, N. Y., dedicate the resort's playhouse to the pair. The dedication of the Martin and Lewis Playhouse will be held on June 10, and will officially launch the three-day press preview celebration of the comedians' latest Paramount film, "You're Never Too Young." The VistaVision comedy in Technicolor with music, co-starring Diana Lynn and Nina Foch, will be shown immediately after the dedication ceremonies.

Professional projection equipment is being installed in the theatre for the preview.

Canadian Imports Up

OTTAWA, June 1.—Canada's imports of films have continued to increase in value steadily so far this year, the Canadian government reports, rising to a first-quarter total of $2,959,000 this year in contrast to $2,180,000 in the 1954 period.



Review

"The Sea Shall Not Have Them"

(Angel-U.A.)

A TRULY all-star British cast headed by Michael Redgrave, Dirk Bogarde, Anthony Steel and Nigel Patrick is the lure for the "art" house audiences who should like this film which, as a whole, is a remarkably exciting and touching account of a few days in the lives of several people during wartime. A plane crash at sea, a rescue launch waiting to move into action and a tense group waiting on land for the outcome, form the nucleus of this Daniel M. Angel production. Very few of the dramatic, melodramatic or humorous incidents that could arise from such a situation have been omitted from the screenplay written by Lewis Gilbert and Vernon Harris who adapted it from the novel by John Harris.

The top cast contributes fine performances in portraying the various characters, none of whom is basically more important than any other, although Patrick, as a tough sergeant, goes overboard on his dialect at times.

Near the end of World War II, Redgrave, carrying important documents, is aboard a plane which is shot down over the North Sea. The V.I.P. and the crew of three scramble into a dingy and wait for rescue from an air/sea rescue launch, which heard their faint radio flash, but can barely locate it. On land, the wives and sweethearts of the men from both the launch and the dingy are shown with some of their problems, and they, too, can only wait. This waiting game moves back and forth to each of the areas with suspense, slowly but surely, increasing. An interesting sidelight is the fact that these air/sea naval ships were part of the Royal Air Force and not the navy and, as in other films of a similar theme, give audiences a fascinating, if familiar, look at British bravery.

The outcome of the story, directed by Gilbert, is obvious. The dingy men are rescued under hazardous conditions by the rescue launch. Perhaps the best scenes are the ones of the four drifting men, cold, hungry, injured and completely helpless. Not only are they at the mercy of the sea and the enemy, but also of their own terror. Redgrave and Bogarde stand out in these scenes and give the picture much of its quality.

Running time, 91 minutes. General classification. For release in June.

Settle Percentage

(Continued from page 1)

former owner with under-reporting the number of paid admissions. The claims were against Charles S. McNeil, administratrix of the estate of her husband. The complaints asserted McNeil owned the theatre until his death in 1953.

Bringing the charges were 20th-Fox; Universal, United Artists, Warner Brothers; Loew's, Inc., and Paramount.

Ont. Premier Asks 'Jungle' Withdrawal

TORONTO, June 1.—According to a report, which lacks confirmation as yet, Premier Leslie M. Frost of the Province of Ontario has made a personal request for the withdrawal from further theatre distribution of "Blackboard Jungle," following a number of complaints about its theme.

Alderman William Dennison of the Toronto City Council, backed by a women's organization, and the Toronto Board of Education by voted decision had made a demand that the picture be banned by the Ontario Board of Moving Picture Censors. Perhaps significant is the fact that Premier Frost is in the midst of a general election, with Ontario voting scheduled for June 9.

"Blackboard Jungle" has completed its first runs at Toronto, London and Hamilton.

To Offer Mass for Msgr. Masterson

A second anniversary Mass for the late Very Reverend Monsignor Patrick J. Masterson, former executive secretary of the National Legion of Decency, as well as for the deceased members of the motion picture department of the International Federation of Catholic Alumnae, will be offered in the Lady Chapel of St. Patrick's Cathedral next Tuesday, at 9 a.m.

O. Exhibitors Face Compensation Hike

COLUMBUS, O., June 1.—Theatre owners and other business firms in Ohio face costs doubling the amount of payments for unemployment compensation if a bill backed by the CIO is approved by the voters in the November election. Robert Wile, secretary of the Indpendent Theatre Owners of Ohio, said. The labor group currently is circulating petitions throughout the state to assure placing the bill on the ballot.

Asks For Trailer

Wile said if the bill is approved it will make the hiring of employes doubly difficult. He is asking Ohio exhibitors to agree to run a short trailer urging patrons to vote "No" if the bill should come up for a referendum. He said the labor organization is dissatisfied with results of attempts to get increased unemployment benefits from $30 to $50 and increase ture. The proposed legislation seeks to raise the maximum primary weekly benefits from $0 to $50 and increase dependency benefits from $5 ($2.50 for each of the first two dependent children) to $9, which would give $3 per week for each of three children. Maximum duration for receiving benefits would be increased from the presents 26 weeks to 39 weeks. Wile said the potential maximum benefits would thus increase from $910 to $2,301.

Wm. Jarvis Dies

TROY, N. Y., June 1.—A Requiem Mass was sung in St. John the Baptist Catholic Church today for William J. Jarvis, chief projectionist at the Troy Theatre, who died on Sunday in St. Mary's Hospital, after a long illness. Jarvis, who also had worked at the American and Proctor's during his career, served as operator with a roadshow presentation of D. W. Griffith's "Hearts of the World."

Ohio ITO Members Vote M-G-M 'Best' In Exhibitor Poll

COLUMBUS, O., June 1.—Ohio exhibitors voting in the local Allied units' "box score" of "best" and "worst" film companies in their treatment of theatre owners nominated Metro-Goldwyn-Mayer as the "best" and Warner Brothers as the "worst."

Results of the poll were announced in a bulletin issued by Robert Wile, secretary of the Independent Theatre Owners of Ohio. Fifty-two Ohio exhibitors, representing about double that number of theatres, participated. Three points were allocated for first position, two for second and one for third.

M-G-M scored with 128 points, followed by Universal-International with 53 and Twentieth Century-Fox with 38. Runnersup in the "best" category were Columbia, 34; RKO, 12; Paramount, 10; United Artists, 7; Allied Artists, 5; Republic, 3 and Warner Brothers, 3.

Warners had 104 in the "worst" classification, with Paramount in second place with 76 and Fox with 45. Runnersup were U-I, 27; U.A., 17; Columbia, 12; RKO, 10; M-G-M, 6; Allied Artists, 4; Buena Vista, 3 and Republic, 0.

'Itch' Preview

(Continued from page 1)

Tom Ewell in the Charles K. Feldman Group Productions' presentation directed by Billy Wilder, headed the roster of entertainment figures who watched the advance showing of the picture.

Covering the arrival of celebrity guests were camera crews from Movietone newsreels and CBS-TV, and a battery of still photographers from New York City newspapers and wire services. Footage shot by CBS-TV was programmed last night on that network's late evening news program.

UA, Holt to Push 'Run Silent' Sales

A long-range advertising-publicity-exploitation campaign for "Run Silent, Run Deep" that will extend through its world premiere as a motion picture is being launched this week in behalf of the new novel by Henry Holt & Co., the publishers, and United Artists which has acquired the screen rights to the novel by Commander Edward L. Beach, it was announced by Francis M. Winikus, UA national director of advertising, publicity and exploitation.

The campaign will include heavy advertising budgets covering newspapers, national magazines and book and film trade publications. The Henry Holt and UA field forces will cooperate in point-of-sale promotions in book stores, libraries, department stores and other publishing outlets. Special materials will include window cards, counter cards, posters and mailing pieces jointly boosting the book and the forthcoming motion picture.

'Melody' Bows in Chicago

M-G-M's "Interrupted Melody" will open at the United Artists Theatre in Chicago on June 10, the film company announced.

At Preview of 'Seven Year Itch'





Among the many luminaries attending last night's special "sneak" preview of the Cinema-Scope adaptation of "The Seven Year Itch" at the Loew's State Theatre here, are, in the photo to the left, Joe Dimaggio and Marilyn Monroe, who are besieged by photographers. Above: Charles Einfeld, vice-president of Fox, and Mrs. Einfeld.



Hall of Fame baseball immortal Joe Dimaggio and Marilyn Monroe.



Eugene Picker (l.) Loew's Theatres vice-president, and Ernest Emerling, Loew's Theatres advertising and publicity director.



Famed composer Richard Rodgers and Mrs. Rodgers.



Song writer Harold Arlen and Margaret Truman.

(Advt.)

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 108 NEW YORK, U. S. A., FRIDAY, JUNE 3, 1955 TEN CENTS

ABPT Affiliates

Begin Multiple Approaches to Win Children

Experience to Be Mulled At Sept. Annual Meeting

By MURRAY HOROWITZ

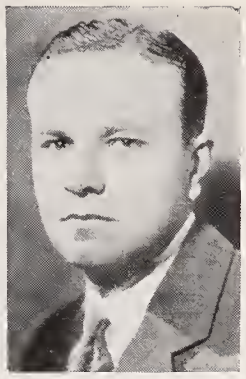
Boost-attendance plans aimed at children and teen-agers are now under way or in the offing at affiliate circuits of American Broadcasting-Paramount Theatres, it was disclosed here yesterday by Edward Hyman, AB-PT vice-president.

The plans, an outgrowth of a long-advocated program of AB-PT president Leonard Goldenson, vary from the introduction of intermediate price scales to a talent contest. The experience garnered from the multiple-approach to increase the attendance of youngsters will be one of the major highlights of AB-PT's forthcoming

(*Continued on page 6*)

Harry Buckley, U.A. Veteran, Dies Here

Harry D. Buckley, former vice-president of United Artists Corp. in charge of domestic operations, and vice-president and a director of United Artists Theatre Circuit, died at St. Luke's Hospital here yesterday. He was 66 years old.



Harry Buckley

Buckley retired from U. A. in 1951 at the beginning of the administration headed by the late Paul McNutt which, in turn, was succeeded by the present U. A. administration. He had been rela-

(*Continued on page 6*)

Phonevision Rights For U.K. to Korda

CHICAGO June 2.—Zenith Radio Corp. has concluded a deal which gives Phonevision rights in the British Isles to Sir Alexander Korda, the company announced here. The deal is similar to one concluded by

(*Continued on page 6*)

With Restrictions

Loew's Allowed to Acquire Florida Drive-in Theatre

Federal Judge Henry W. Goddard signed an order here yesterday permitting Loew's, Inc., to acquire the Normandy Outdoor Theatre near Jacksonville, Fla., a 1,350-car enterprise. However, Judge Goddard made the acquisition subject to certain conditions, principally in respect to restraint of competition. It was the second drive-in acquired by Loew's since the Paramount consent decree freeze on new theatre acquisitions by defendant companies. Loew's took over the Twin Drive-in near Chicago.

Judge Goddard ruled that until the divestitures required by the decrees have been completed in Jacksonville, the Normandy shall not exhibit any feature of the eight major companies until after first-run downtown Jacksonville except those pictures that have been refused or for which no bids have been offered. If the required

(*Continued on page 3*)

Break Off Talks For New Spanish Film Trade Pact

Negotiations looking toward agreement on a new Spanish pact have been "suspended," the Motion Picture Export Association was informed here yesterday.

News of the suspension of talks came from G. Griffith Johnson, MPEA vice-president, who informed MPEA headquarters here of his plans to leave Spain and proceed to Frankfurt, Germany. The failure to reach an agreement was blamed on the "onerous" terms sought by Spanish negotiators in the view of the MPEA.

Spanish negotiators were reported to be seeking a drastic reduction of the number of yearly dubbing permits from 100 to 80; an increase in the price to be paid by the American companies for dubbing; restrictions on distribution in Spain of American pictures, in addition to a requirement that American film companies distribute Spanish pictures in the U. S.

The suspension of talks was said to rule out at this stage any contemplated trip by MPEA president Eric Johnston to Madrid. There was no indication when talks will be resumed on the new pact, aimed at superseding

(*Continued on page 3*)

Superscope Reveals New Sales Policy

From THE DAILY Bureau

HOLLYWOOD, June 2.—A plan by which an exhibitor purchasing a pair of Superscope lenses at the established price of $395 will receive a bonus of $100 to be applied on the booking of any Superscope picture, has been worked out for inauguration next Monday, Joseph Tushinsky announced today.

Under the plan, Tushinsky said that an exhibitor placing an order for a pair of SuperScope lenses will receive a validated certificate in which to in-

(*Continued on page 6*)

"The Seven Year Itch"

[*20th Century-Fox*]
(CinemaScope)

MARILYN MONROE and Tom Ewell conspire to provide a rollicking good time for all who see this picture, a comedy which will delight theatre patrons. The box-office should be big, in the opinion of this reviewer.

The principal performers are aided by a breezy, funny script adapted from the Broadway stage hit of the same title and still playing. They received big assists also from bright performances by "bit" players, generous production investments, CinemaScope, and color by Technicolor.

But the big achievements in humor come from the tour de force acting job turned in by Ewell and the infectious, polished performance of Miss Monroe. In this picture she has grown up a good deal as an actress and her natural beauty is enhanced as a result.

"The Seven Year Itch" is an adult comedy, dealing with the romantic affairs, real and imagined, of a married man struggling to retain his

(*Continued on page 6*)

At Coast Hearings

Senate Group To Appraise Film Codes

Crime Films Effect on Juveniles in Study Also

By J. A. OTTEN

WASHINGTON, June 2.—Senator Kefauver (D., Tenn.), chairman of a Senate judiciary subcommittee on juvenile delinquency, said the adequacy of the industry's production and advertising codes would be studied at hearings in Los Angeles later this month.

Kefauver made this statement in the first formal subcommittee announcement of the hearings, which will study the effect of crime and horror films on juvenile behavior. The hearings will take place June 14, 15 and 16, and some 20 witnesses will be heard during the three-day session.

The subcommittee is studying the effect of various media on juvenile behavior. A report on the comic book

(*Continued on page 6*)

U.A. Not Changing Operating Policy

Renewed reports that United Artists contemplates engaging directly in production were dismissed here yesterday as unfounded by Max E. Youngstein, vice-president, whose assignment to Hollywood for an extended stay beginning late this month gave some impetus to the new reports.

Youngstein said no change in U.A.'s operations which would bring it directly into production is contemplated. He said he will spend the summer in Hollywood giving Robert Blumofe, vice-president in charge of West Coast operations, a hand in getting more than a dozen productions for U.A. release "off the ground."

The development implies no increase in U.A.'s production and re-

(*Continued on page 3*)

Submit 58 Sketches For Poll Trophies

Fifty-eight sketches of trophies to be presented to the winners of the Audience Awards poll were submitted to COMPO yesterday at a meeting of a committee of industry art directors.

Oscar Krauss of Monroe Greenthal & Co. was elected chairman of a subcommittee to arrange for a showing

(*Continued on page 3*)

Personal Mention

ROBERT S. BENJAMIN, chairman of the board of United Artists, will return to New York from Europe over the weekend.

•

FRANK MURPHY, Loew's Theatre division manager in Cleveland, and MRS. MURPHY, have returned there from Ireland where they adopted a three-year-old girl.

•

EDWARD MOREY, Allied Artists vice-president, will leave here today for the Coast to attend a meeting of the company's board of directors on June 7.

•

FRANCIS M. WINIKUS, national director of advertising, publicity and exploitation for United Artists, is in Washington today from New York.

•

HAROLD MIRISCH, Allied Artists vice-president, will arrive here from Europe over the weekend and will leave for the Coast on Thursday.

•

JULES STEIN, managing director of Music Corporation of America, returned to New York yesterday from London via B.O.A.C. Monarch.

•

YAKIMA CANUTT, M-G-M director, has arrived here from London via B.O.A.C. Monarch en route to Hollywood.

•

MARGE THORSON, assistant story editor for M-G-M, has arrived in London from here via B.O.A.C. Monarch.

•

ADAM WACHTEL, office manager for Sargoy & Stein, announced the birth of a daughter, DIANA BETH, on May 31, to MRS. WACHTEL.

•

F. J. A. MCCARTHY, Southern and Canadian division sales manager for Universal Pictures, will leave New York on Monday for Atlanta.

•

ALEX HARRISON, Western sales manager for 20th Century-Fox, will return to New York from Chicago over the weekend.

•

HARRY O'DELL, Allied Artists' distributor in Hong Kong, has arrived in Hollywood from there.

•

JOYCE GRENFELL, British actress, has arrived in New York from London via B.O.A.C. Monarch.

•

HAROLD ARLEN, songwriter, will leave New York today for London via B.O.A.C. Monarch.

•

ALFRED DAFF, executive vice-president of Universal Pictures, will leave here today for Hollywood.

•

ARTHUR SILVERSTONE, 20th Century-Fox assistant general sales manager, is in Canada from here.

•

HENRY ROGERS of Rogers & Cowan left New York for Rome yesterday.

More Than One-Half Of TV Shows Now Produced on Film

ROCHESTER, June 2.—Motion picture film now accounts for approximately 55 to 60 per cent of television presentation "air time" and is expected to increase materially in the next few years, T. Gentry Veal, research associate at Kodak Research Laboratories, reported at a meeting of the National Association of Television Film Directors in Washington.

In a talk on televising motion pictures in black-and-white and color, the Kodak scientist said that the goal of better definition and over-all picture quality from pictures on TV had recently been a subject for considerable development and research among television and film manufacturers.

Improvement Is Gradual

"Continued development in television apparatus has resulted in a gradual improvement until today it is difficult to distinguish the difference between live studio pick-up and good film reproduction," he said.

In black-and-white TV, this has been made possible, he said, by the introduction of a new television tube called the vidicon. The vidicon provides increased sensitivity of pick-up, plus better storage and amplification of the signals to be televised.

"Within the last few years the vidicon has made the iconoscope (the first pick-up to utilize the storage principle) nearly obsolete for film reproduction," he said.

For color TV, another means of scanning the film image with a moving pinpoint of light is now available in what is called a flying-spot kinescope. The flying-spot scanner is instantaneous and does not employ storage. As a result, the film image must not move relative to the scanning motion while the picture area is being scanned.

One solution, Veal noted, is a continuous type of television film projector, and several companies have announced such projectors, including Eastman Kodak.

Copyright Group Formed on Coast

HOLLYWOOD, June 2.—Formation of the California Copyright Conference, a non-profit organization composed of members from the allied showbusiness fields, was announced here.

Group was formed for educational and fraternal purposes, with monthly meetings airing information concerning copyrights.

Officers elected at the group's first official meeting includes Stephen Pasternacki, Pasternacki Music Service, president; Bob Marks, E. B. Marks Inc., vice-president; Carl Hoefle, Song Ads, treasurer; Luisa Field, formerly with Capitol Records, secretary, and Martie Hubble, American Broadcasting Co., assistant secretary.

Board of Directors elected consists of Paul Mills, Gerry Kales, George Schneider, Bernard Brody, Frania Pasternacki, Ben Oakland, Del Porter, Irving Coster, Carl Post, Dick Kirk and Bob McCluskey.

Rhoden Coming for Press Meet on Poll

Luncheons at which fan magazine and trade press cooperation for the Council of Motion Picture Organizations' audience poll will be discussed have been scheduled by Robert Coyne, COMPO executive director, for next Wednesday and Thursday in New York.

Elmer C. Rhoden, president of National Theatres and national chairman of the poll, will come to New York from Los Angeles next week to participate in the luncheon discussions.

Smith Boosts Stock Holdings in Rep.

WASHINGTON, June 2.—Bernard E. Smith, Jr., bought 14,250 shares of Republic Pictures Corp. common in April and a partnership of which he was a member bought another 5,600 shares, according to a report of the Securities and Exchange Commission.

The report dealt with transactions by officers and directors in their companies' stock. The report showed that Smith was left with 30,000 shares at the end of April, while the partnership was left with 6,600.

Peter Colefax sold 500 shares of National Theatres common, retaining 1,500. Joseph A. McConville sold 1,000 shares of Columbia Pictures common, leaving himself with 3,148 shares. Harold J. Mirisch sold 420 shares of Allied Artists Pictures common, leaving 100 in his own name and 24,440 in holding companies controlled by him.

'Big Caper' First by Pine-Thomas-Shane

"The Big Caper," novel by Lionel White, has been purchased for the screen by the newly-named Pine-Thomas-Shane Productions and will launch the independent motion picture company's program of productions for United Artists release.

Filming of "The Big Caper," for which James Poe has been signed to write the screenplay, will begin on Aug. 15. It will be followed on the Pine-Thomas-Shane program by the screen versions of two novels, Owen Cameron's "The Mountains Have No Shadows" and Eleazar Lipsky's "Lincoln McKeever."

Maxwell Shane simultaneously announced that the independent company originally established by William C. Thomas and the late William H. Pine formally will assume the name of Pine-Thomas-Shane Productions on Monday, when it opens its offices at the Samuel Goldwyn Studios in Hollywood.

Hartman to London

HOLLYWOOD, June 2. — Don Hartman, executive producer for Paramount Pictures, will leave here tomorrow for London for conferences with Danny Kaye on "The Red Nichols Story," the actor's next film.

57 New Players Eligible For Audience Poll

Further explaining the operations of the Audience Award poll, the Council of Motion Picture Organizations yesterday listed 57 players for the "most promising young personalities' category."

The first set of nominations covers pictures released between Oct. 1, 1954, and March 31, 1955. Ballots for nominations in this group must be filled out by exhibitors and mailed to Price Waterhouse & Co., 56 Pine Street, New York 5, N. Y. A postage-paid addressed envelope is provided for that purpose. Nominating ballots received after July 11 will not be considered. Subsequent ballots will be sent to exhibitors later for nominations of pictures, and players appearing therein, which were released in the April-May-June and the July-August-September 1955 periods.

Exhibitors Also Vote

Exhibitors are permitted on the first set of nominations to select 10 pictures and 10 personalities in each of the other four categories: best performance by an actor, best performance by an actress, most promising new young personality (male) and most promising new young personality (female). Although ten nominations are permitted in each of the four individual categories, no single star or new young personality may be nominated more than once on any one ballot as he or she is being judged on the basis of his or her best performance.

Nomination of a picture does not necessarily mean that an exhibitor must nominate stars or promising players appearing in that picture. Personalities may be named for their performances in other qualified pictures besides those selected as the best. Blank spaces are provided for write-in nominations in all categories.

Names of the most promising new young male personalities submitted for nomination are included in the brochure.

Bank Purchases Theatre

BUFFALO, June 2.—The Marine Trust Company of Western New York purchased the old Academy Theatre from Michael D. Perna for about $135,000, it was reported here today. The bank is planning to erect a five to seven story office building on the site.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"LOVE ME OR LEAVE ME"
in CINEMASCOPE and COLOR starring
DORIS DAY • JAMES CAGNEY
An M-G-M Picture
and Spectacular Stage Presentation

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News Roundup

Install Answering Service

The first automatic telephone answering service in an Albany area theatre has been installed by John Gardner at his Turnpike Drive-in. The device gives the titles of the feature pictures, screening times and the intermission period. Films in CinemaScope and color by Technicolor or other processes also are mentioned.

■

New Redstone Drive-In

Redstone Drive-in Theatres, Inc., is building its second drive-in in New Jersey, the 10th in the circuit. It will be on the Paterson Pike and was designed by William Riseman Associates of Boston. The opening is scheduled for Labor Day.

■

'Moby Dick' in Drawings

"Herman Melville's Moby Dick," half-hour Eastman Color film produced and directed by Jerry Winters, is having its world premiere at the Paris Theatre here in conjunction with "The Great Adventure." The subject was edited by Marion Kraft and is based on a series of more than 200 drawings by Gilbert Wilson. Joseph Burstyn, Inc., is distributing.

■

Plan Expansion Program

Evergreen Theatres is planning an expansion program which will include several drive-in theatres for the first time. A special meeting to map out details was held in Spokane by circuit executives.

■

NBC Discontinues 'Review'

The NBC Film Division is discontinuing the syndication of its "Weekly News Review" to local television stations in connection with an agreement concluded between NBC and International News Service, distributors of Telenews Film Service. The agreement will make the INS service available to NBC Film Division subscribers.

■

Nichols Made Publisher

Wade H. Nichols, editor of "Redbook" Magazine, has been named publisher of "Redbook" and "Bluebook" by Marvin Pierce, president of the McCall Corp.

AA Sets 3 'Scope Films in 6 Months

HOLLYWOOD, June 2. — Three CinemaScope pictures will be produced by Allied Artists within the next six-month production schedule, executive producer Walter Mirisch announced today.

The CinemaScope pictures are "First Texas," which Mirisch will produce, "Legionnaire," produced by Richard Heermance, and Scott R. Dunlap's "Lady From Helltown."

Jubilee Starts June 19

Nickelodeon's Anniversary Plans Nearing Completion

PITTSBURGH, June 2.—Plans are being completed rapidly for the golden anniversary celebration of the Nickelodeon here on June 19. A feature of the preobservance will be the world premiere of M-G-M's "The Cobweb" at the Harris Theatre on June 15. John H. Harris selected the picture because, among other reasons, it features Lillian Gish whose career spans the years from the early silent pictures to today.

Some of Hollywood's outstanding stars of the current era will come here for the anniversary, and Chester Conklin, comedy star of the early flickering films, has sent word he plans to be on hand.

It was 50 years ago on June 19 that the late Senator John P. Harris set up 96 kitchen chairs in a storeroom on Smithfield Street (the present site of Frank & Seder's Department Store), hung a muslin sheet and opened the doors of the world's first theatre showing motion pictures exclusively. The name Nickelodeon was coined by combining the price of admission with the Greek word for theatre.

7,000 Daily Admissions

The venture was a success from the start and shows lasted from 15 to 20 minutes each from 8:00 a.m. to midnight. Seldom was a show presented without standees and the box office frequently had as many as 7,000 admissions in a day.

Motion picture theatre circuits throughout the country are joining in the Golden Anniversary observance with celebrations which will start around June 13 and continue for the rest of the month.

Interstate Circuit in Texas, Stanley Warner Theatres, Walter Reade Circuit in New Jersey, Shea Theatres, Manos Theatres, and many others from Coast to Coast have made elaborate plans for this "birthday" of the business. Independent exhibitors in the Pittsburgh district as well as a number of independents in key cities, also are marking the jubilee.

In addition to the world premiere, the Pittsburgh program will also include special ceremonies at the site of the original Nickelodeon. Mayor David L. Lawrence and his official family; County Commissioners John J. Kane, Harry Fowler and John M. Walker, will join with members of the Historical Society of Western Pennsylvania and showmen throughout this area at the dedication of a new marker to be installed by the Historical Society.

At all Harris theatres in the area on June 19, the first 50 patrons will be admitted for 5 cents each—the Nickelodeon's admission price in 1905.

Automobiles and fashions of the 1905 vintage also will have a prominent place in this tribute to the man whose tiny little house marked the start of an industry that has played a great role in the entertainment and education of people everywhere.

Loew's

(*Continued from page 1*)

divestitures have not been completed in six months, the Normandy will be subject to product limitations.

After six months, Judge Goddard directed, the Normandy shall not license first run from any of the eight majors more than the difference arrived at by subtracting and number of features of said distributors licensed to independent operators of theatres in the downtown area of Jacksonville, except films refused by the independents.

Further, if during the period of three years from the date of acquisition of the Normandy, an independent operator in competition is not afforded a reasonable opportunity to procure films on availability afforded to the Normandy, if he so desired it, then the Normandy, if continuing operations on any run 21 days after first run or earlier, will be subject to product limitations."

If such a condition has been determined to have occurred, then for a period of three years from the agreement, the Normandy shall not license more than 60 per cent of the features released by the eight companies on availability afforded the Normandy.

M-G-M Re-issuing 'Oz'

M-G-M's "Wizard of Oz" will open at the Capital Theatre in Salt Lake City on June 7 and at the Normandie Theatre here, the film company said in announcing that the film will be reissued.

Spanish Pact

(*Continued from page 1*)

last Tuesday. Meanwhile, it was stated, film shipments to Spain will continue in the interim, barring any unforeseen occurrence.

On the dubbing prices, Spanish negotiators were reported to be seeking an increase in the price of a permit from 600,000 to 750,000 pesetas for black-and-white films and from 700,000 to 1,000,000 pesetas for color films. In addition, they were said to be bidding for a brand new clause putting a dubbing price tag of 1,300,000 pesetas for pictures in the CinemaScope or any other new process.

Spanish Restrictions

Other restrictions said to be sought by Spain were the requirement that distributors of all foreign pictures in Spain be obliged to distribute Spanish pictures in the ratio of five foreign pictures to one Spanish film. Another restriction calls for the distribution of eight Spanish pictures in the U. S., to be handled among the seven U. S. film companies retaining distribution offices in Spain.

U.A.

(*Continued from page 1*)

lease schedule for the future, Youngstein said, but does mean that the company is intent upon maintaining its previously announced schedule. He is scheduled to leave here for the Coast June 24, remaining there until after Labor Day.

People

Sal Adorno, Jr., former general manager of M & D Theatres, has opened his first drive-in project, the $200,000, 875-car Middleton, Conn., drive-in.

□

J. V. (Jimmie) Boyle, formerly with RKO Pictures publicity department here, has been appointed Southwestern promotion manager for Columbia Pictures with headquarters in Dallas.

□

William Cuddy of RKO Radio has been elected president of the Cinema Club of Boston, composed of bookers and office managers of exchanges and circuits. **John Glazer**, Western Massachusetts Theatres, was elected first vice-president; **Phil Berler**, E. M. Loew Theatres, second vice-president; **Max Berlone**, United Artists, treasurer; **C. F. McGerigle**, RKO, secretary; **William Romanoff, Richard Owens, Charles Wilson, Harry Smith, Nate Oberman, Cuddy** and **McGerigle**, executive committee.

□

John Capano has resigned as booker for Universal in Albany, effective on June 10, to join Upstate Theatres, Inc., in the same capacity. **Capano**, who also operates the State Theatre in Troy, previously was associated with the circuit.

□

E. R. Munger and **Leo J. Kottas** of Helena, Mont., and **B. F. Sautter**, of Townsend, Mont., have organized the Sunset Theatre Corp. for the purpose of building drive-ins.

□

Dave Dunkle has resigned as salesman for Republic Pictures in the Seattle branch to become assistant to **E. W. Johnson**, Crossley and Bendix dealer. He will be replaced by **Emil Wingard**, formerly with National Screen Service.

□

Carl S. Hallauer, president of Bausch & Lomb of Rochester, will receive an honorary degree of LL.D. at Alfred University's 119th commencement exercises on Sunday.

□

Wylie S. Robson, general manager of the Pacific Northern sales division of Eastman Kodak Co., has been awarded a Sloan Fellowship at Massachusetts Institute of Technology to participate in a one-year executive development program. During his leave of absence, his duties will be assumed by **Frederic S. Welsh.**

□

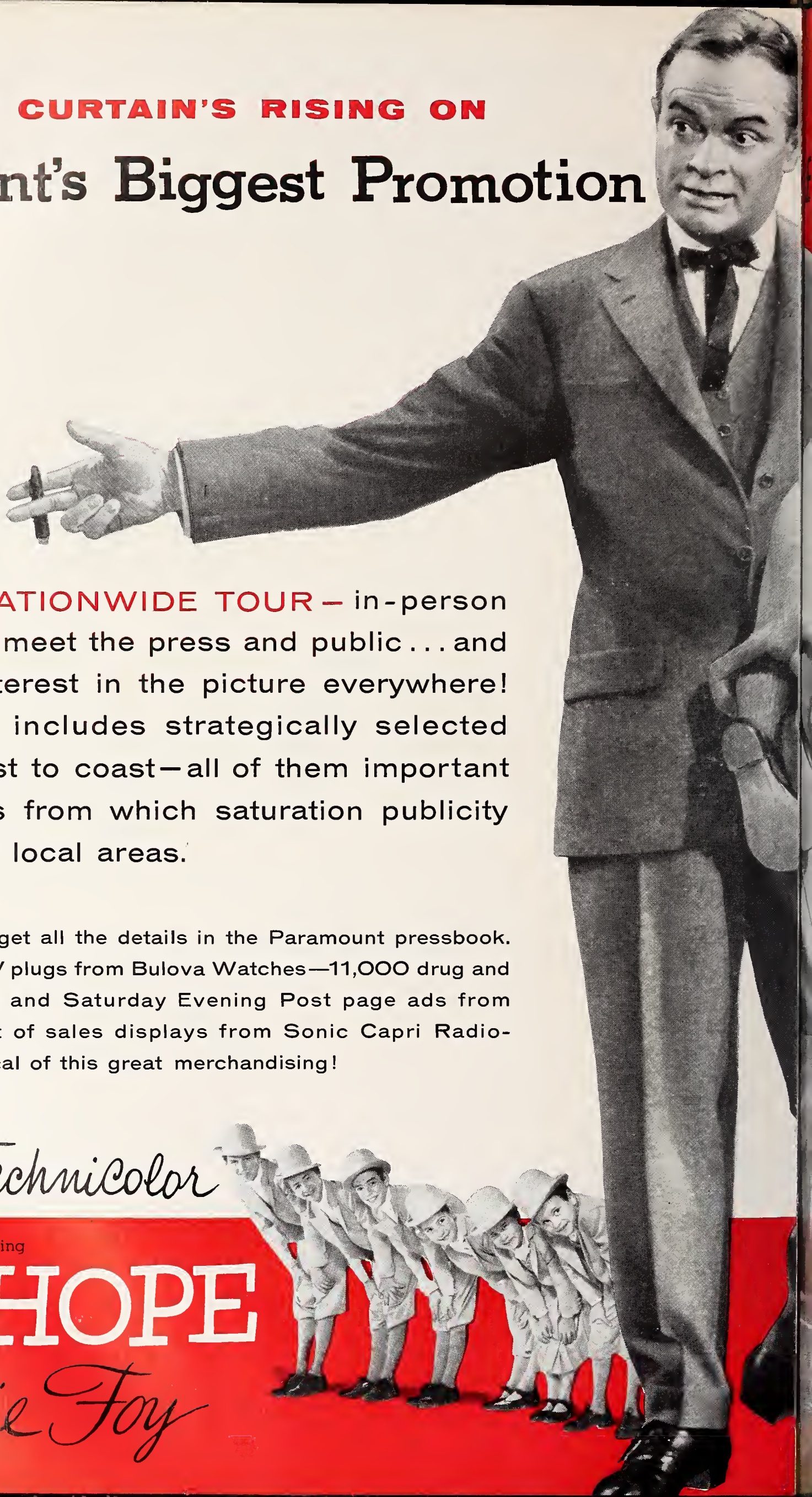
Bob Parnell, Columbia salesman in Seattle, has left for brief active duty with the Air Force.

'Informer' Here Monday

John Ford's "The Informer," which RKO is currently re-issuing, will start an extended engagement at the Baronet Theatre here on Monday.

THE CURTAIN'S RISING ON

Paramount's Biggest Promotion



BOB HOPE NATIONWIDE TOUR — in-person appearances to meet the press and public . . . and to skyrocket interest in the picture everywhere! Bob's itinerary includes strategically selected cities from coast to coast—all of them important population hubs from which saturation publicity will reach to all local areas.

TIE-UPS GALORE — get all the details in the Paramount pressbook. Country-blanketing TV plugs from Bulova Watches—11,000 drug and candy store displays and Saturday Evening Post page ads from Page & Shaw—point of sales displays from Sonic Capri Radio-Phonographs are typical of this great merchandising!

Color by Technicolor

starring

BOB HOPE

as Eddie Foy

VISTAVISION
MOTION PICTURE | HIGH-FIDELITY
puts you right in the heart of the family . . . right in the middle of the fun!

for.. "The Seven Little Foys"



The wonderfully warm, richly human story of the grandest family you've ever met!



FULL COLOR NATIONAL ADS AND TERRIFIC TV-RADIO COVERAGE—Life, Saturday Evening Post, Woman's Home Companion, American Weekly color pages—plus page ads in Seventeen and 11 fan magazines to grand total of 125 million readers. Top air shows to millions more via rating-leaders like Ed Sullivan's Toast of the Town, Edward R. Murrow's "Person to Person," Lux Video Theatre, General Foods NBC program, Arthur Godfrey, Dave Garroway, "Home" and many, many more.

—ALL ADDING UP TO AN ALL-OUT UPROAR OF PRESELLING THAT STARTS NOW, REACHES A PEAK IN JULY AND CONTINUES ALL SUMMER LONG...

Co-starring

MILLY VITALE

with

GEORGE TOBIAS · ANGELA CLARKE

Produced by
JACK ROSE · MELVILLE SHAVELSON

Directed by

Written for the Screen by
MELVILLE SHAVELSON and JACK ROSE

Senate Group

(Continued from page 1)

industry was filed last year, and a report on the television industry is due shortly.

"The profound influence of the movies on behavior of the youth of our nation has been noted by many social scientists," Kefauver declared today. "In our television hearings, it was indicated that the excess of crime and violence shown on the television screen tended to make a child immune to human suffering and could lead to delinquency.

"In our study of the motion picture industry, we will also consider the effect of motion picture advertising and promotion and its influence on juvenile conduct.

Industry to Assist

"Officials of the industry will assist us in examining their code with an eye toward evaluating the code in the light of the effect of crime and horror motion pictures on juvenile conduct."

The subcommittee staff has been examining film pressbooks and has held numerous conversations with Production and Advertising Code officials.

Members of the subcommittee, in addition to Kefauver, are Senators Daniel (D., Tex.), Hennings (D., Mo.), Langer (R., N. D.) and Wiley (R., Wisc.).

Skouras Address

Spyros P. Skouras, president of 20th Century-Fox, and honorary chairman for the fund raising drive of New York Medical College at Flower of Fifth Avenue Hospital here, delivered an address at a fund-raising dinner last night. The Medical College is seeking to raise $1,000,000.

THEY
DON'T
COME
ANY
BIGGER
THAN
IT!
from
Columbia

"The Seven Year Itch"

(Continued from page 1)

loyalty to his wife and child, both away from home for the summer. The humor, which at times veers close to the bawdy side, remains on the whole good fun, a hilarious spoof at the predicament in which the imaginative Ewell finds himself.

The tone of the picture is set early by the multi-colored patchwork of boxed credits, names and their roles flashing from different sections of the screen. The narrator opens, describing the Manhattan of pre-colonial times, when the Indians would send their families away to escape the summer heat.

Then, the scene shifts to Grand Central station, where the modern version of the summer send-off is enacted, introducing Ewell and his family, his wife Evelyn Keyes and young son, Butch Bernard. Tom, pledging himself to a summer without cigarettes, cards and the corner saloon, has a tough time remaining the ascetic. Who else but Miss Monroe is occupying the second story of his converted duplex midtown New York apartment?

IN a "Secret Life of Walter Mitty" sequence, strictly on the romantic level, he sees himself in varying roles of irresistibility to women. Thanks to his skill and pace all come off very well. Then, in reality, Miss Monroe comes down to his apartment for a drink, and as a young lady from Des Moines, innocent and yet not so innocent, his imagined irresistibility goes a bit awry. She would rather play chop-sticks than be swayed by Rachmaninoff's music, or Ewell's dreamed-of charms. The situation becomes further complicated when she spends the night in his apartment, lured by his air-conditioning, a night quite innocent, much to family-man Ewell's relief.

The above are the high-points of a jam-packed episodic plot, featuring sequences with a psychiatrist, Oscar Homolka, the janitor, Robert Strauss, the plumber, Victor Moore, and others. There are amusing sequences burlesquing the covers of pocket-size books. Ewell's job is with a publishing firm of cheap paper-bound editions. Also the beach scene from the picture "From Here to Eternity" comes in for the burlesque brush.

Charles K. Feldman and Billy Wilder produce while Wilder directed and did the screenplay in conjunction with George Axelrod, the playwright. Others in the cast include Sonny Tufts, Marguerite Chapman, Roxanne, Donald MacBride, Carolyn Jones, Doro Merando and Dorothy Ford.

Running time, 105 minutes. Adult classification. For June release.

MURRAY HOROWITZ

Harry Buckley

(Continued from page 1)

the old film agreement which expired tively inactive since spending his winters in Arizona and traveling abroad, but remained a member of the U. A. T. C. board of directors and attended one of its meetings here in the last week. He was one of the original U. A. T. C. stockholders and remained one of its largest stockholders up to the time of his death.

His health suffered a setback about a year ago, although he had taken treatments for high blood pressure at Duke University previously. He was stricken a few days ago while visiting Joseph M. Schenck in the latter's hotel apartment here, and was removed to St. Luke's Hospital.

Buckley is survived by his wife, Florence. The couple had no children. Mrs. Buckley was related to Douglas Fairbanks.

Funeral services and burial will be held in Buckley's native city, St. Louis. He started in theatre business there at the age of 21 as manager of the Garrick, later the Columbia Theatre. After service in World War I he was made Kansas City branch manager for the newly formed U. A., and later was transferred to the Los Angeles exchange as manager. He supervised road shows such as "Robin Hood" and "Thief of Bagdad"; then became personal and business manager for Mary Pickford and Douglas Fairbanks, and subsequently a U. A. executive at the home office.

Phonevision

(Continued from page 1)

Zenith last year with the Rola Co. of Melbourne, Australia.

Zenith said that Korda plans to ask the British government to authorize subscription television.

Poll Trophies

(Continued from page 1)

of the sketches within the next week in the exhibition hall of the Art Directors' Club, 115 East 40th Street. Other members of the sub-committee are Sam Roberts of 20th Century-Fox and Bill Gold of Warner Bros. Pictures.

Krauss will arrange with the president of the Art Directors' Club to name a jury of nine eminent artists to select the five best sketches.

A similar showing will be held later before the advertising and publicity directors of the major companies, who also will be asked to select the five sketches which in their opinion are the most appropriate.

Secret Selections

Each list will be kept secret until the next meeting of the full art directors committee at a date to be announced later.

The following members of the art directors' committee attended the meeting and submitted sketches: L. A. Mezger of Buchanan & Co., Lou Clayman and Krauss of Monroe Greenthal & Co., Sam Roberts of 20th Century-Fox, Tony Gablik, free lance artist; Henry Marcus of Loew's Theatres, and Bill Gold of Warner Bros. Pictures. Other members of the committee who were unable to be present are Victor Sedlow of 20th Century-Fox, Everett Walsh of Columbia Pictures and William Schneider of Donahue & Coe.

'Moonfleet' to Palace

"Moonfleet," new M-G-M CinemaScope production in Eastman color and starring Stewart Granger, Viveca Lindfors and George Sanders will have its premiere New York showing at the RKO Palace on Broadway on June 24. Universal's "Ain't Misbehavin'" will follow on July 1.

AB-PT

(Continued from page 1)

annual meet of AB-PT affiliate executives, to be held in September, Hyman explained.

Within the next ten weeks, United Detroit Theatres will inaugurate a talent search contest in its key theatres. The contest will be capped by a grand final performance at Detroit's Michigan Theatre, progressing with tie-ups with radio and TV stations, and a trip to Hollywood for screen tests for the winners.

Three Separate Plans

Tri-States Theatres, headquartered in Des Moines, has launched three separate children and teen-age plans, featuring varying intermediate price scales, the formation of teen-age film clubs and merchant tie-ins with special children shows. Other features of the plan are tie-ups with a local disc-jockey radio program, the running of membership applications in local newspapers and winning the cooperation of the schools.

After three weeks of the existence of the teen-age plan in Davenport, Ia., Henry Plude of the Capitol, commented that he always thought his theatre was getting all these teen-agers, but the plan had convinced him that it was not so, adding that he and others now could readily see the need to go after this age group.

Experiments Worthwhile

AB-PT vice-president Hyman, in response to a question, explained that a wealth of material will be garnered from the experiments now being conducted by AB-PT affiliate circuits. This material, he went on, based on actual, practical experience rather than theory will be forwarded to production-distribution organizations in order to win their cooperation, in addition to being made available to the industry at the proper time.

Indications are, Hyman continued, that there is not just one answer on how to build the "audience of the future," and the many approaches now being utilized should supply the best ones to follow for increased patronage by the youngsters.

Superscope

(Continued from page 1)

sert the name of the film produced in the medium and the booking date.

On return of this certificate to SuperScope, the exhibitor in the United States or Canada will be sent a check of $100 for the booking, the co-inventor of the Superscope process said.

Lauds Jack Warner For Prize Proposal

HOLLYWOOD, June 2. — Jack Warner, executive producer of Warner Brothers, was commended by the Writers Guild, West, for suggesting to the Pulitzer Prize Committee that it consider an annual award for screen writing, it was announced here today by Guild president Edmund Hartman.

In a telegram to Warner, Hartman said: "At a joint meeting of the Writers Guild of America, West, council and branch boards, a resolution was unanimously passed commending you for suggesting that a Pulitzer Prize be awarded annually for screen writing."

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 109 NEW YORK, U. S. A., MONDAY, JUNE 6, 1955 TEN CENTS

EDITORIAL

Work of Committee Against Toll TV

By Sherwin Kane

AN early chapter in the spirited controversy over subscription television is scheduled to close Thursday, the deadline for filing viewpoints on the subject, pro and con, with the FCC.

Public opinion, which at the outset ran heavily in favor of toll TV, has since swung in the opposite direction. The exhibitors' Committee Against Toll TV was in the main responsible for that reversal through its spirited activities in recent months. Theatre owners throughout the country owe the committee and, in particular, its co-chairmen, Alfred Starr and Trueman Rembusch, a vote of thanks.

•

The committee provided the first and only organized opposition to toll TV, which had held the field unopposed for many years. In the past few months it has successfully demonstrated that a very real and very important public interest is involved in the question; it has won millions of converts to its ranks, and it has waged such a telling campaign that today it is virtually a certainty that subscription TV will not be authorized by the FCC for a good long time to come, if ever.

•

Among other accomplishments of the committee is a noticeable change in press thinking on the subject of toll TV.

Up until only a few weeks ago, press opinion was almost wholly in favor of toll TV. Now there is more outright opposition to be discerned; a great deal more careful weighing of opinion, and more spoofing of the whole idea of the public being charged for a reasonable facsimile of what it now receives free; such as the amusing Nick Kenny nursery rhymes published in the New York "Mirror"

(*Continued on page 2*)

NBC Files Brief

Pay-TV Will Destroy Free Medium, Sarnoff Tells FCC

From THE DAILY Bureau

WASHINGTON, June 5. — Subscription television will degrade and ultimately destroy free television, Brig. General David Sarnoff, chairman of the board of the National Broadcasting Co., warned in a statement filed here with the Federal Communications Commission.



General Sarnoff

"The pay-television promoters' philosophy of cash-on-the-barrelhead television is not in the public interest," Sarnoff declared in the NBC comments.

Among major points against subscription television made by General Sarnoff were:

¶ Free television programming quality would suffer.

¶ Outstanding programs and stars

(*Continued on page 3*)

Production Pace Hits High Tempo

From THE DAILY Bureau

HOLLYWOOD, June 5.—The long lagging production pace sprang into high tempo this weekend with 15 new pictures starting, bringing the over-all shooting level to 37.

No single reason for the upsurge was agreed upon, but the new undertakings represent a wide range of trademarks, both of major companies and independents.

Poll Brochure For Producers

A special brochure aimed at acquainting producers with the benefits to be derived from the Audience Awards will be distributed to production leaders this week by Elmer C. Rhoden, national chairman of the Audience Awards campaign.

"A major benefit," says the brochure, "will be the enormous added value that will accrue to pictures that come out on top in the election. An official of Columbia Pictures said the winning of the last Academy Award added $1,000,000 to the gross of 'On The Waterfront.' This new value to the top pictures will be quickly realized when these pictures are re-released" during pre-Christmas, when new films are scarce.

"Another great direct benefit to

(*Continued on page 2*)

ITOA Backs City Bill On Cooling Systems

Independent Theatre Owners Association of New York is urging members to support a measure introduced in the City Council by Majority Leader Joseph Sharkey which would eliminate the present requirement that a licensed operator be employed wherever freon refrigeration systems up to 90 horsepower are in use.

ITOA points out that passage of

(*Continued on page 6*)

EXTENSION OF WAGE-HOUR LAW IS SEEN UNLIKELY THIS YEAR

From THE DAILY Bureau

WASHINGTON, June 5.—There'll be no extension or coverage of the Federal minimum wage law to theatres this year.

That now seems assured as a result of a Senate labor subcommittee's unanimous decision on Friday to postpone indefinitely any action extending the coverage of the Federal wage-hour law. The House labor committee late last month made a similar decision. At present, all theatres are exempt from the law.

The Senate subcommittee did decide, however, to boost the present 75 cents an hour minimum for film production workers and others already covered to $1, effective next Jan. 1. The House committee is still holding hearings on this question.

The Administration proposed an increase to 90 cents an hour and urged

(*Continued on page 6*)

See More Delays

Prospects Dim For Immediate Joint Meetings

Balaban to Europe This June; WB Men on Coast

Prospects appeared to look dim at the weekend for meetings in the near future between the joint exhibition committee and the presidents of Warner Brothers and Paramount.

It was learned that Paramount president Barney Balaban is planning an extended trip to Europe this month and much of his time currently is being spent on clearing up a congested desk before his departure.

Warner Brothers president Harry Warner headquarters on the Coast and it is considered unlikely that he would make a trip East for the proposed meeting with the joint Allied States-Theatre Owners of America committee.

In addition, WB distribution director Ben Kalmenson is not expected to return to New York from Hollywood, where he is visiting, for another three weeks. Complicating the picture is that

(*Continued on page 6*)

New French Pact Talks This Week

Negotiations on a new French film pact will get underway this week with the scheduled arrival here today of Jacques Flaud, head of the National Cinemagraphic Center, the French Government film agency.

Flaud upon his arrival in New York will be tendered a luncheon this afternoon at the Harvard Club, to be attended by Eric Johnston, president of the Motion Picture Associa-

(*Continued on page 6*)

Hospital 'Telethon' Set for Tomorrow

Exhibitor chairmen, branch managers of all the companies, bookers, film salesmen, field publicity men and exhibitors will gather tomorrow at 11:30 A. M. in the 31 exchange centers to take part in a "telethon" that will kick off the emergency one-day audience collection drive for the Will Rogers Memorial Hospital.

The "telethon" will originate from the Stanley Warner board room in New York. Taking part will be these

(*Continued on page 6*)

Personal Mention

WILLIAM PERLBERG and GEORGE SEATON arrived here over the weekend from Puerto Rico, en route to Hollywood.

•

SANDRA BLOCK, secretary to 20th Century-Fox assistant exploitation manager EDDIE SOLOMON, was married to SIDNEY COHEN, in New York, over the weekend. The couple is honeymooning in Florida.

•

LEW SCHREIBER, executive manager at 20th Century-Fox studios, and MRS. SCHREIBER, sailed for Europe from New York on Saturday.

•

E. K. (TED) O'SHEA, Paramount distribution vice-president, returned to New York at the weekend from Boston.

•

WILLIAM GELL, managing director of Monarch Film Corp. of England, arrived here on Saturday from London via B.O.A.C. Monarch.

•

AUBREY SCHENCK and HOWARD W. KOCH, producers, have left Hollywood over the weekend for New York

•

MIKE SIMONS, M-G-M director of customer relations, left New York at the weekend for St. Louis.

•

EMERY AUSTIN, M-G-M exploitation director, has left New York over the weekend for St. Louis.

•

HUGH OWEN, Paramount distribution vice-president, will return to New York today from the West Coast.

•

MORGAN HUDGINS, M-G-M studio publicist, has returned to Hollywood from London.

100 Sign Up to Date For Golf Tourney

More than 100 applications have been received for participation in the fourth annual film industry golf tournament and banquet sponsored by Cinema Lodge of B'nai B'rith to be held at the Vernon Hills Country Club at Tuckahoe, N. Y., on Thursday.

At the same time, chairman Martin Levine announced that Paul Halm, well-known golf pro and entertainer, would join the industryites on the links and would stage a demonstration.

Among the industry executives who had sent in their reservations by the weekend were Richard Brandt, Bingo Brandt, John Bergen, Jr., Bernie Brooks, Max A. Cohen, George Dembow, Al Fitter, Alan Finley, Manny Frisch, Lou Golding, Len Gruenberg, Harry Goldstein, Jack Harris, Sala Hassanian, Joseph Ingber, Stanley Kolbert, Bernard Kranze, Ed Lachman, Larry Morris, Fred Meyers, Maurice Miller, Hugh Owen, Charles Okum, Clem Perry, Harold Rinzler, Paul Ries, Norman Robbins, Burton Robbins, George P. Skouras, Robert K. Shapiro, Sol Strausberg, Morris Strausberg, Irving Sochin, Al Schwalberg, Joseph Sugar, Sydney B. Weill and Herman Wintrich.

Editorial

(Continued from page 1)

last Friday and reproduced elsewhere in this issue.

A typical journalistic approach to toll TV, up to a few weeks ago, was one inspired and encouraged by the latter's proponents, which could be summed up in these words: Why not give subscription television a trial and let the public decide? If it isn't wanted, that will be revealed quickly enough and pay TV will collapse of its own weight.

•

Such an argument, of course, completely overlooked the true state of affairs, which is that no one, not even the exhibitors' committee, is opposed to a trial of toll TV if it's over closed circuits and not on present channels using the free air.

It is largely to the credit of the Committee Against Toll TV that such shallow reasoning is becoming a rarity in press comment on the subject.

It is largely to the credit of the same committee that, as the campaign enters its decisive stages there is in existence an effective opposition force, well trained and well armed, where once the toll TV forces held the field alone.

American exhibitors are greatly indebted to the committee and its leaders.

Directors Open New Building in H'wood

From THE DAILY Bureau

HOLLYWOOD, June 5.—Civic officials joined industry leaders today in dedicatory ceremonies marking the opening of the Screen Directors Guild of America Building, constructed at a $300,000 cost after three years in planning. More than 2,000 attended today's function, with Mayor Morris Poulson, Police Chief William Parker and Fire Chief John Alderson voicing the city's welcome. Industry speakers, in addition to SGD president George Sidney, included Y. Frank Freeman, Dore Schary, Jack L. Warner, Harry Cohn and C. J. Tevlin.

The building contains a 440-seat theatre adaptable to all-type picture projection, as well as television.

To Limit 'Jungle' In Seattle, Wash.

SEATTLE, June 5.—John Hamrick Theatres has advised the Seattle Council that it will voluntarily restrict showings of "Blackboard Jungle" to persons over 16. However, the Board of Theatre Supervisors indicated that it would prefer the picture be shown only to patrons over 18.

SW to Aid Audience Poll

Samuel Rosen, executive vice president of the Stanley Warner Management Corp., in a statement for publication in the COMPO brochure on the national Audience Awards poll, stated that the Stanley Warner and Fabian theatres will cooperate 100 per cent in helping to make it an outstanding success.

"I heartily endorse the COMPO national Audience Awards poll," Rosen said, "and believe it is the right step forward in the over-all plan for audience development. It provides a fine vehicle for the excellent showmanship of which our industry is capable. I am hopeful that every exhibitor of the country will get behind it, and give it his full support. The Stanley Warner and Fabian theatres will cooperate 100 per cent in helping to make it an outstanding success.

"The motion picture industry is to be congratulated that Elmer Rhoden has consented to assume the national chairmanship for he can provide the leadership so vitally essential in a campaign of this magnitude."

Poll Ad-Publicity Meeting Here Friday

A top level meeting on the Audience Awards campaign of advertising and publicity directors will be held here on Friday, with Elmer Rhoden, national Audience Awards chairman, on hand for the occasion.

The meeting, called by the advertising-publicity committee of the Motion Picture Association of America, also will be attended by Robert Coyne, special council of the Council of Motion Picture Organizations, and Charles McCarthy, COMPO public information director. The campaign is being conducted under COMPO's auspices.

Brochure

(Continued from page 1)

production will come from the nationwide attention the election campaign will focus on new young personalities. With 20 young male players and 20 young female players contending for national honors, it is inevitable that all of them will be better known to the public. By building these young people in the public mind, the Audience Awards election will create new boxoffice values, thus making it infinitely easier for studios to cast future pictures.

"In addition the election will give production authentic information regarding public preferences, both for pictures and players. Regional preferences also will be revealed.

"Besides all these direct benefits, production will share in the huge good that the poll will do for the entire industry. The election campaign will create more talk about the movies, arouse greater interest in movies and stimulate attendance at theatres. This is not speculation: regional and local polls conducted in a number of areas have demonstrated that the boxoffice directly benefits."

Start Ohio Censor Hearings Thursday Before Senate Unit

Special to THE DAILY

COLUMBUS, O., June 5.—Hearings on the new Ohio state censorship bill, which has passed the House, will begin on Thursday before the Senate Education Committee.

Heading the education committee is State Senator Charles A. Mosher, an avowed opponent of film censorship in the legislature. The committee set the hearings prior to voting on the measure, which was passed by the House by a vote of 95 to 10.

Para. Sets Promotion Plans for 6 Films

Field exploitation plans for six forthcoming Paramount releases were discussed at two special meetings of field promotion representatives conducted at the weekend by Herb Steinberg, Paramount national exploitation manager. One meeting was held in New York on Friday and one in Chicago on Saturday.

The New York discussions were attended by Leonard Gray, covering Detroit and Cleveland; Arnold Van Leer, Boston and New Haven; Edward J. Wall, Albany and Buffalo, and Mike Weiss, Philadelphia and Washington. The field men at the Chicago meeting included Leonard Allen, Charlotte, Jacksonville and Atlanta; Pete Bayes, Denver and Salt Lake City; Robert Bixler, Dallas, Oklahoma City, Memphis and New Orleans; Robert Blair, Los Angeles and San Francisco; Ralph Buring, Cincinnati and Pittsburgh; James Castle, St. Louis and Kansas City; E. G. Fitzgibbon, Chicago, Milwaukee and Minneapolis; Dave Friedman, Indianapolis, Des Moines and Omaha; Walter Hoffman, Seattle and Portland, and Win Barron, Canada.

Chairmen Named For 'Summertime'

Mrs. William C. T. Gaynor has been named chairman and Robert W. Dowling vice-chairman of the premiere committee for the Astor Theatre opening in New York of "Sumertime" on June 21.

Proceeds from the premiere of the United Artists' picture, starring Katharine Hepburn and Rossano Brazzi, will go to the "Salute to France" program being carried on by the American National Theatre and Academy to further Franco-American cultural relations.

Ginsberg Buys 'Actor'

HOLLYWOOD, June 5. — Producer Henry Ginsberg bought the screen rights to Niven Busch's novel, "The Actor," a "Reader's Digest" selection, and will announce production plans for it shortly.

Promotes Farrow

HOLLYWOOD, June 5. — Mike Todd elevated director John Farrow to producer-directorship for "Around the World in 80 Days."

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Sarnoff Says

(Continued from page 1)

would move from free to pay-television.

¶ Sports events would move from free to pay-television.

¶ Public service programming would suffer.

¶ Motion picture producers may gain control of TV programs.

¶ Pay-television would black-out free television for millions.

General Sarnoff pointed out that none of the promoters of pay-television had said that he would invest any of his money in building new broadcasting stations to transmit pay-television programs. They plan to use the facilities that free television has built and supports at great cost, he said.

Advertising Issue

"The pay-television promoters attack present free television programming with the statement that it is not in fact free because it is paid for by advertisements reflected in the prices of the products," Sarnoff said. "This argument is as absurd as contending that purchases of automobiles and clothing subsidize the press and that, were there no press, automobiles and clothing would cost the consumer less.

"Bluntly stated, the pay-television promoters are speaking out of both sides of their mouth at the same time. They tell the public they would continue to get the same free programs they now receive and that pay-television would be just a 'supplementary service'. They urge the public to write to Washington endorsing this purely 'supplementary service'. But these same promoters have already pointed out that should this Commission adopt their proposals vast sums could be obtained from the public by moving programs, such as Peter Pan and outstanding sporting events, from free television to pay-television.

"Further, the petitions these promoters have filed with this Commission carefully avoid any commitment that pay-television would not carry advertising. Obviously this omission was not merely inadvertent."

Sarnoff declared that "pay-television makes strange bedfellows and the recent alliance between the powerful motion picture interests and the pay-television promoters is highly significant. For years the large motion picture companies have refused to make their products available for television. This refusal applied to the old pictures in their vaults as well as to their new products.

Hits MPAA

"On May 24, 1954 a new approach was signaled by the spokesman for the motion picture industry, Eric Johnston, president of the Motion Picture Association. Mr. Johnston wholeheartedly endorsed pay-television.

"The reason for the abrupt Hollywood turnabout is obvious. Paramount Pictures, promoter of Telemeter pay-television, and other motion picture producers, having been legally divorced by the courts from several thousand theatre box offices to which they were so long wedded, are now panting for marriage to cash boxes that can be attached to thirty-five million television receivers now in American homes," he charged.

Mother Goose Goes Pay TV

In his T-Viewing and Radio column in the New York "Daily Mirror," Nick Kenny on Friday wrote that he dreamed he met Old Mother Goose and that he questioned all her characters on the subject of pay-as-you-see television. Out of the conversation came a streamlined version of the old rhymes, which are reprinted here by permission of the "Mirror."

Baa baa Black Sheep,
Have you any dough?
Yes sir, yes sir,
I'll have you know...
Some for my coffee
And some for my tea
But none for a picture
That's older than me!

●

Sing a song of TV sets
Full of money slots...
Where you put your coin in
To see old film shots...
Your set has cost you plenty
But you still must pay and pay
To see a lot of garbage
That you're seeing free to-day!

●

"And where is your fortune, my pretty maid?"
"My face is my fortune, Sir," she said.
"Then I can't marry you!"
"Sir, why not?"
"Your face won't fit in a TV slot!"

●

There was a man in our town
And he was wondrous wise
He bought himself a TV set
The twenty-one inch size
But when pay television came
With all his might and main
He crated up his TV set
And sent it back again!

●

Little Bo Peep
Was losing sleep
Till pay-TV came in view
Now she uses her set
For a small dinette...
And she's saving money, too.

●

Litlte Boy Blue come blow your dough
On a pig-in-the-poke of a video show
Where is the boy? I'll make you a bet
He's swapped his TV for a radio set!

●

Jack Spratt could eat no fat
His wife could eat no lean
For all their money went into
Their pay-TV-machine!

●

Twinkle Twinkle TV set
All my hard earned cash you get
I'll be TV's shackled slave
From the cradle to the grave!

●

Tom Thumb the piper's son
Stole a dime and away he run
He put it in the TV socket
Now he's watching Davy Crockett!

●

Little Miss Muffet sat on a tuffet
Watching a pay TV show
Along came a spider and sat down beside her
And snorted "For this you pay dough?"

●

Simple Simon
Put a dime in
To see a TV fight
One punch and boff
The bout was off...
Now Simon's fit to bite!

●

Little Jack Horner
Sat in a corner
He'd just bought a new TV set
But, ah, what a pity
He couldn't feed the kitty
So na video shows could he get.

Compo Ad Lists 40 Summer Releases

The 45th in the series of COMPO ads in "Editor & Publisher" which appeared Saturday, June 4, lists 40 pictures to be released by 10 major producers this summer to the motion picture theatres of the country. The list follows:

Allied Artists: "Shotgun," "Wichita," "The Warriors" and "The Body Snatchers."

Columbia: "Five Against The House," "A Prize Of Gold," "The Man From Laramie" and "Rebound."

Metro - Goldwyn - Mayer: "Love Me Or Leave Me," "Interrupted Melody," "The Cobweb' 'and "It's Always Fair Weather."

Paramount: "Strategic Air Command," "The Seven Little Foys," "We're No Angels" and "You're Never Too Young."

RKO: "Son of Sinbad," "Pearl of the South Pacific," "The Boy and the Bull" and "Bengazi."

Republic: "The Road To Denver," "Flame Of The Island," "Magic Fire" and "The Last Command."

20th Century-Fox: "Daddy Long Legs," "The Seven Year Itch," "Soldier of Fortune" and "The Virgin Queen."

United Artists: "Not As A Stranger," "The Night of the Hunter," "The Kentuckian" and "Summertime."

Universal - International: "The Shrike," "Foxfire," "One Desire" and "To Hell and Back."

Warner Bros.: "The Sea Chase," "Land of the Pharaohs," "Mister Roberts" and "Peter Kelly's Blues."

'Sinbad' Has Conn. Opening in Drive-In

HARTFORD, June 5.—The Mansfield Drive-In, Willimantic, 27 miles from downtown Hartford, had initial regional showing of the controversial RKO release, "Son of Sinbad," tonight.

Morris Keppner and Lou Lipman of General Theatres, Inc., Hartford, owners of the deluxe drive-in, booked the film following cancellation of the SuperScope attraction by George E. Landers, Hartford division manager of E. M. Loew's Theatres. The film had been originally slated for an opening at the downtown E. M. Loew's last Friday.

Only other bookings thus far for "Sinbad" have been downstate. Two Perakos houses, one the Hi-Way.

Group Asks Delay Of June 9 Deadline For Pay-TV Replies

The National League of Televiewers, a recent affiliate of the Organizations for Free-TV, has asked the Federal Communications Commission for a postponement of the June 9 deadline for receiving comments on subscription television from "interested parties" until Sept. 9, according to chairman Joseph J. Mahoney of Newark, N. J.

Mahoney told the FCC that 65,000,000 television viewers needed the postponement to "become fully informed on the toll-TV subject" and suggested that the deadline be put off for three months and asked that the networks conduct an "honest poll" through 30-second announcements on the 10 most popular programs.

The chairman of the National League of Televiewers predicted that at least 7,000,000 letters would reach the FCC if adequate time is allowed for the public to make known its views on subscription television.

Rembusch Says

Trueman Rembusch, co-chairman of the Committee Against Pay-As-You-See TV, declared at the weekend that Mahoney's request was "an independent action. Neither our committee nor the Organizations for Free-TV has asked for a postponement."

Rembusch said that the committee's legal counsel, Cohn & Marks, of Washington, was fully prepared to file comments to meet the June 9 deadline.

"I doubt very much, at this late date, that the FCC will grant a delay but if such a thing should happen I have the feeling that pay-to-see TV would die a natural death, 'in committee,' so to speak, by next September," the Allied States Association official said.

"The flood of mail in recent weeks from rank-and-file set-owners all over the nation protesting to the FCC against this attempted raid on free airwaves is convincing proof, I feel, that the American public is now beginning to realize what a dangerous proposition toll-TV really is," Rembusch stated. "With letters currently running four and five to one against subscription TV and the tide running so strongly against them, I have the feeling that the proponents would gladly request 'leave to withdraw' by the time September rolled around."

In Cleveland

The Organizations for Free-TV announced on Friday that A. K. Gudaitas, of Berea, O., had formed the Greater Cleveland Set-Owners for Free-TV and will serve as chairman of the group opposing subscription television. Gudaitas described the movement as "spontaneous" and said it grew out of casual conversations with neighbors and business acquaintances who expressed concern that pay-to-see TV was going to "swallow up the programs we enjoy watching at home without charge."

In the opposite corner of the toll-TV ring, Moss Hart, president of the Dramatists Guild of the Authors League of America, announced that his group desires to put itself on record as favoring the authorization of the medium.

"As authors of material used in TV presentations, we feel that individual choice in selecting programs is in line with the principle of public convenience, interest and necessity."

WHEN WAS THE LAST TIME YOU SAW ANYTHING LIKE THIS!







9:54 A.M.,
Sun., June 5



Wage-Hour

(*Continued from page* 1)

Congress to "study seriously" the question of extending coverage to interstate theatre circuits. The Senate subcommittee also had pending before it bills by Senators Lehman (D., N. Y.) and Murray (D., Mont.) to extend coverage to any chain with more than four outlets or any theatre grossing more than $500,000 a year.

A. Julian Brylawski, speaking for the Theatre Owners of America and Allied States Association, had testified before the Senate subcommittee in favor of leaving theatres exempt from the law.

The five man Senate subcommittee on Friday unanimously agreed to postpone any recommendations for extending coverage of the act. Chairman Douglas (D., Ill.) didn't say for how long this would be postponed but did mention the possibility of some hearings on coverage this fall, making it plain that as far as he is concerned, there'll be no bill to extend coverage this session.

It's possible that an attempt will be made in the full labor committee or on the Senate floor to extend coverage but this is not now likely to succeed in view of the fact that the subcommittee's decision Friday was unanimous.

Both Douglas and Sen. Smith (R., N. J.), the ranking GOP member of the subcommittee, agreed that the subject of extended coverage was too controversial and too time-consuming to undertake right now, and that an increase in the minimum for those workers already covered should be moved through Congress in the meantime.

The subcommittee did not take any action to change the present law with respect to so-called "Belo" contracts. Studio and IATSE officials had been worried that the subcommittee might approve a provision in the Lehman bill which would have upset the present situation, which both studio and union officials endorse.

Possibilities Dim

(*Continued from page* 1)

Paramount world-wide sales director George Weltner, comparatively new in the post, is busily engaged with Paramount's global sales organization.

It is understood that initial overtures were made to Kalmenson soon after the meeting of the joint committee in New York, but committee members were informed of Kalmenson's plans. Paramount, it was learned, has no date set for a meeting with the joint committee, nor one at this time appears in prospect, it was reported.

The first delay in setting dates for the proposed meetings on an individual company basis was caused by the illness of TOA president E. D. Martin, a member of the joint committee. Dates were supposed to be set last week, according to the original plan of the committee.

Telethon

(*Continued from page* 1)

members of the Will Rogers Hospital national committee: Abe Montague, Sam Rosen, Eugene Picker, Arthur Mayer and Charles Feldman. Also to be heard will be a tape recording of messages from half-a-dozen patients of the hospital.

Reviews

"Othello"

(Mercury-United Artists)

THE second attempt by Orson Welles to bring Shakespeare to the screen ("Macbeth" was his first) contains some beautiful, lively and original black-and-white camera work. A fascinating pageant of Venetian costumes and Moorish locales, "Othello" moves along with the speed of lightning and the crackle of a whiplash.

At the same time, however, all this fancy production work tends eventually to become monotonous and to overwhelm that much of Shakespeare's text on love and jealousy which Welles has seen fit to use. Unfortunate, too, is a somewhat fuzzy sound recording job which, coupled with Welles' fondness for echo effects and off-stage noises such as dog barks, sea gull cries and intermittent thunder, occasionally completely obscure the language. But even with such serious defects, this is a film to cause healthy talk and to be remembered for defects as well as virtues.

Welles, who directed and produced for his own Mercury Productions, also plays the title role. Considering the flamboyancy of the overall production, his is a remarkably restrained performance, perhaps a little too restrained to dominate successfully all the special effects. His Moor lacks the certain primitiveness and brute power which makes his capitulation to the obvious wiles of Iago both tragic and creditable. Michael MacLiammoir's Iago also suffers somewhat from the constantly moving camera and the inadequacies of the sound track. Most successful is Suzanne Cloutier's Desdemona whose blonde beauty and soft voice shine serenely in the midst of cinematic pandemonium.

Filmed almost entirely in Morocco, the picture contains individual scenes that will be discussed by film "buffs" for years to come: the eerie funeral procession of Othello and Desdemona which precedes the opening credits; the attempt by Iago to assassinate the simple Cassio (accused as Desdemona's lover) in a medieval steam bath; the climactic murder and suicide in Othello's vaulted bedchamber. These and other scenes are in themselves truly stunning.

This "Othello," of course, will require special handling for most successful results. It's a wild and woolly interpretation, the controversy over which might very well bring more dollars to the box office than would a quieter, classic version.

Others in the very competent cast include Fay Compton, as the maid Emilia; Robert Coote, as Iago's sidekick, Roderigo, and Doris Dowling, as Bianca, a lady of easy virtue and close friend of the much-maligned Cassio, played by Michael Lawrence.

Running time, 92 minutes. General classification. For June release.

"A Day to Remember"

(Rank-Republic)

ALTHOUGH hardly exceptional enough to warrant special handling in the selective theatres, "A Day to Remember," a British import, has several virtues deserving of attention. Chief among them is Odile Versois, a French star, who gives a winning performance and who very well could capture a following in the U. S.

Besides Miss Versois, the cast includes Joan Rice, Donald Sinden, Stanley Holloway and Edward Hayter, all of whom have a measure of familiarity in the U. S. for having appeared in rather more ambitious British imports. "A Day to Remember," an adaptation of a novel by Jerrard Tickell, is a leisurely tale of what happens to the dart team of a London pub on its annual, one-day outing. This outing, a rather special one in many respects, is to the French seacoast village of Boulogne.

In principal, part of the film follows the adventures of Sinden, a handsome young business man for whom the journey is something of a pilgrimage. He had been stationed in the town during the war—his buddy is buried there—and in the course of this day he finds himself falling in love with Miss Versois, whom he knew originally during the war as a precocious nine-year-old. This romance, complicated by Sinden's fiancee back home and Miss Versois' fiancee in Boulogne, is genuinely and beautifully played, with a happy ending indicated at the fadeout.

The film bogs down, however, in trying to follow concurrently the individual adventures of the other members of the dart team. Some of these are funny, as in the case of the portly Hayter who gets lured into what appears to be a "daytime'" night club, and one is downright embarrassing—the drunken enlistment into the French Legion of one member of the dart team who suffers from an inferiority complex as a result of his short stature. The performances are excellent, although Miss Rice has almost nothing to do as Sinden's fiancee back in London.

The film, a J. Arthur Rank Organization production, was produced by Betty E. Box and directed by Ralph Thomas from a screenplay by Robin Estridge.

Running time, 72 minutes. General classification.

French Talks

(*Continued from page* 1)

tion of America, company presidents and foreign managers.

Flaud, who is being accompanied to America by MPEA's Continental manager Marc Spiegal, will proceed to Washington for pact talks. He also is planning to visit Hollywood. The present French agreement expires on June 30.

Name McSorley IFE Trade Press Contact

Lars McSorley has been appointed trade paper contact for the I.F.E. Releasing Corp., it was announced by Jonas Rosenfield, Jr., vice president in charge of advertising, publicity and exploitation.

McSorley, a member of the I.F.E. publicity staff for the past four months, will begin immediately.

People

Mary E. Tuttle, director of personnel for RKO Theatres Corp. here, has been elected president of the Mount Holyoke College Alumnae Association for a three-year term.

□

Meyer Leventhal, head of the Philip J. Scheck Theatre Enterprises, Baltimore, has been reappointed chairman of the Maryland State Board of Examiners of Motion Picture Operators by Governor McKeldin.

□

Diane Young, who has been associated with various public relations firms in New York, has joined the advertising and promotion department of Screen Gems, television subsidiary of Columbia Pictures, as a promotion writer.

□

Ray Jones, head booker for Texas Interstate Circuit for the last 10 years and with the company for 20 years, has resigned to open his own television booking office, effective July 1. **A. D. Deason,** who has been with the circuit for 27 years, will succeed Jones.

□

Roy Sullender has been appointed sales representative for Gibralter Productions in the Philadelphia exchange area by **Walter Gould,** president.

□

Hugh Benson has been appointed to Warner Brothers' studio publicity department to work on radio and television promotion and publicity. He formerly was in the advertising agency business.

□

Arnold Shartin, head booker at the Minneapolis Paramount branch, has been transferred to the company's Los Angeles exchange as a member of the sales staff. **Joseph Rosen** has been appointed to succeed Shartin in Minneapolis.

□

Arthur Carter, business man of Cloquet, Minn., has purchased the Leb Theatre from the Cloquet Theatre Co.

ITOA Seeks

(*Continued from page* 1)

the measure would mean an appreciable economy for many theatres and asserts that the operators now required "serve no useful function" whatever. It states that the measure also would permit much wider use of direct type air conditioning systems which are cheaper to manufacture and install in theatres.

ITOA also advised its members at the weekend to make payment to the city at once of the admission tax breakage which was withheld pending the exhibitors' unsuccessful challenge of the legality of the city tax law. Prompt payment, ITOA noted, would avoid interest charges and penalties which otherwise could be invoked by the city.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 110 NEW YORK, U. S. A., TUESDAY, JUNE 7, 1955 TEN CENTS

Labor Group Acts

New Wage Bill Is Introduced By House Unit

Would Extend Statute to Circuits, Large Theatres

From THE DAILY Bureau

WASHINGTON, June 6.—Nine House Democrats, all but one of them on the House Labor Committee, introduced legislation to extend minimum wage law coverage to most theatre circuits or large theatres.

Their bill would cover any chain with five or more theatres or other retail or service outlets, or any individual establishment grossing more than $500,000 a year.

The House Labor Committee had previously decided to limit its consideration to raising the minimum wage, and not to consider any extension of coverage. The introduction of the House bill today indicates, however, some likelihood of a last-minute attempt to include wider coverage in the final action.

Senate Labor Committee is expected

(*Continued on page 6*)

Rules Poster Firm May Bring Action

From THE DAILY Bureau

WASHINGTON, June 6. — The Supreme Court unanimously ruled that the Independent Poster Exchange is entitled to go ahead and prosecute its anti-trust suit against National Screen Service and the eight major distributors.

The court reversed a ruling of the

(*Continued on page 6*)

Wants Divorcement Applied to Toll TV

The Committee Against Pay-As-You-See TV asked the FCC yesterday to require Paramount to divest itself of film production in the event Telemeter toll TV, in which Paramount is interested, is authorized to operate.

In accordance with theatre divestiture in the Federal trust case against the industry, the committee argues, the producer of a film should not be its purveyor over the airways, i.e., an exhibitor.

Exhibitors Say FCC Lacks the Power to Authorize Toll TV

Comments Filed in Washington Urge Either Rejection Of or Public Hearings on Pay TV; Attack on Economic, and Legal, Grounds

By J. A. OTTEN

WASHINGTON, June 6.—The Federal Communications Commission does not have the authority to authorize subscription television operations and should not do so unless and until further enabling legislation is enacted by Congress, the Joint Committee on Toll TV, representing 75 per cent of the American motion picture theatres, told the FCC in a 167-page document filed today.

Individuals and organizations interested in subscription TV have until Thursday to file expressions of their views with FCC. Answering comments then may be filed up to July 11. The Joint Committee on Toll TV said that its comments are based on four months of research in the fields of engineering, economics, law and entertainment.

Its primary arguments against toll TV are based on the following objections:

¶ It represents a definite threat to present TV programs.

¶ Public investment of 10 billion dollars in some 37,000,000 TV sets was made on definite understanding no charge would be made for programs.

¶ Pay-as-you-see TV would impose an economic burden on those least able to afford it.

¶ It amounts to "seizure" of an established medium.

¶ Pay-as-you-see TV eventually would destroy free-TV.

The Committee's comments make a

(*Continued on page 3*)

Highlights of Theatres' Brief

Following are highlights of the comments by the Joint Committee Against Pay-As-You-See TV on the proposal to authorize subscription TV. The comments were filed with the Federal Communications Commission yesterday.

Contends FCC lacks authority to authorize pay TV.

Asserts new enabling legislation from Congress is required to regulate toll TV as a common carrier and to prevent public from being gouged.

Claims toll TV would cost average family $1,156 per year, exclusive of $80 decoder installation.

Charges toll TV would eliminate free TV.

Asserts toll TV is contrary to public interest.

High Court Backs New 'Trust' Trial In Mississippi

From THE DAILY Bureau

WASHINGTON, June 6.—The Supreme Court today refused to overturn a circuit court decision ordering a new trial in a Mississippi treble damage suit originally decided against major distributors.

The suit was brought by Joe Applebaum and Bertram E. Simms, partners operating the Center Theatre, near Greenville, Miss. They sued Paramount-Richards Theatres, Inc., and eight distributors—Paramount, Warner Brothers, Universal, United Artists, 20th Century-Fox, Loew's, Columbia and Republic, claiming the distributors favored two Paramount theatres over the Center.

The jury found for the partners,

(*Continued on page 7*)

Tax Revision Law Sent to President

From THE DAILY Bureau

WASHINGTON, June 6.—The House approved—and sent to the White House—a bill to repeal retroactively the prepaid income and expense reserve fund sections of the 1954 tax revision law.

Many businesses planned to take advantage of these sections to cut their

(*Continued on page 7*)

Flaud Addresses MPAA

Sees Growing French-U. S. Film Relations Harmony

A prediction of growing harmony in U. S.-French film relations was made here yesterday by Jacques Flaud, head of the National Cinemagraphic Center, the French Government film agency.

Flaud, addressing a luncheon in his honor at the Harvard Club, tendered by the Motion Picture Association of America, spoke of the growing confidence between the French and American film industries. From two to four years ago, he said, a luncheon such as yesterday's would not have been possible.

Flaud made his prediction of harmony on the eve of what is said to be preliminary talks looking toward a new film pact, superseding the present French film agreement which expires on June 30.

MPAA president Eric Johnston, responding to Flaud's address, also hailed the closer relationship currently of the French and American industries.

Those attending the luncheon included: Nicholas M. Schenck, Charles Moskowitz, Arthur Loew, of Loew's-M-G-M; Barney Balaban, James Perkins, Paramount; Arthur Krim, Rob-

(*Continued on page 6*)

Balaban May Answer Sarnoff on Toll TV

It was reliably reported yesterday that Barney Balaban, Paramount president, will reply at his company's annual meeting of stockholders at the home office today to the statement by David Sarnoff, RCA board chairman, that Paramount and Telemeter, the toll TV system in which it holds an interest, "and other motion picture producers are now panting for marriage to cash boxes that can be attached to thirty-five million television receivers in American homes."

Personal Mention

HARRY COHN, president of Columbia Pictures, has arrived in New York from Hollywood.

•

DON HARTMAN, executive producer of Paramount, has arrived in London from New York.

•

HERMAN RIFKIN, president of Allied Artists Pictures, Boston, is in Hollywood from there.

•

YAKIMA CANUK, on special assignment abroad for M-G-M, returned to New York yesterday from London, and will leave here today for the Coast.

•

HENRIETTA FULCI of M-G-M's home office publicity department was married Sunday to RAYMOND CONTI at St. Raymond's Church, Bronx, New York.

•

RAYMOND J. RAND, general manager of Charles E. Skinner Productions, has arrived in New York by plane from Hollywood.

•

RICHARD B. MORROS, executive of Motion Pictures for TV, is the father of a son born to MRS. MORROS in Charleston, S. C.

•

HERBERT A. GREENBLATT, RKO Radio domestic sales manager, left here yesterday for Toronto and Montreal

•

ANN MILLER has arrived in New York from the Coast en route to Europe.

•

P. T. DANA, Universal's Eastern sales manager, left here yesterday for Boston.

•

OSCAR HAMMERSTEIN and MRS. HAMMERSTEIN will arrive here tomorrow from the Coast via TWA.

•

ELLA RAINES left New York over the weekend for Europe.

Filmack Expands Its Chicago Plant

CHICAGO, June 6. — Filmack Trailer Co. has added some 3,000 square feet of floor space to its Chicago plant in order to house its expanding facilities and to retain all departments under one roof. One half of the ground floor of the Exhibitors Building, adjoining Filmack, was acquired to house the company's negative and positive camera departments, which were moved from the main building to make room for live action studios. Filmack recently installed its own photostating department as a timesaver in the production of trailers.

Settle Normandie Suit

A $1,200,000 anti-trust suit brought by the Normandie Amusement Corp., operating the Normandie Theatre here, against major companies, was settled and dismissed with prejudice yesterday.

Urban Named Boston Manager for Para.

Appointment of Gasper G. Urban as Paramount Boston branch manager was announced in New York yesterday by E. K. (Ted) O'Shea, vice - president of Paramount Film Distributing Corp. Urban takes over the post left vacant by the death of Jack Brown.



Gaspar Urban

The new Boston branch manager joined Paramount as booker and later was appointed office manager of the Boston branch. A Marine lieutenant in World War II, Urban was recalled in 1951 for Korean service, and was discharged with the rank of captain.

Rejoining Paramount, he was appointed office manager of the Charlotte, N. C., branch and subsequently was transferred to Boston as special representative for Paramount's VistaVision process, after which he joined the company's sales force covering Maine and Vermont.

'Constant' Was First Offered to U.A.

Theatrical distribution was first sought for Sir Alexander Korda's "The Constant Husband," now slated for a TV engagement by NBC-TV as a fall color spectacular, it was learned here yesterday.

Initially, it was learned, "The Constant Husband" was offered as part of a package with three other films to United Artists, but when UA neglected to express an interest in "The Constant Husband" it was sold to TV by Morris Helprin, president of London Films Productions, Inc.

Helprin, seeing the deal with NBC-TV as an experiment, said that the prior showing on television of the picture, starring Rex Harrison and Margaret Leighton, may prove to be a "huge trailer" for the subsequent theatrical distribution of the film.

Reagan Lauds Cities For 'Movies' Drive

Charles M. Reagan, Loew's vice-president and general sales manager is acknowledging and thanking by letter the cooperation of each city and town whose officials have issued proclamations in favor of "Go to the Movies Month" at the behest of local theatre men.

Mike Simons, director of customer relations, in announcing the Reagan action, stated that the Loew's vice-president declared, "We believe that it is a simple act of courtesy to which these officials are entitled for their recognition of the value of the motion picture theatre to their communities."

The idea of the drive has been propagated by Simons at each of the M-G-M Workshops.

'Itch' Pulls $50,000 For Weekend Mark

Weekend business of 20th Century-Fox's "The Seven Year Itch" at Loew's State here was reported to have topped the house record. The picture pulled $50,000 for the three days, it was said, with early morning lines forming at the theatre's box-office.

Loew's Sues to Lift Atlanta 'Jungle' Ban

Special to THE DAILY

ATLANTA, June 6.—Loew's, Inc., has petitioned the U. S. District Court here to enjoin the city from enforcing its ban on "The Blackboard Jungle," the first legal test of such a ban in Atlanta since the U. S. Supreme Court ruled against censor bans in New York and Ohio cases.

The Loew's suit, filed by local attorneys Robert S. Sams, William H. Shroder and T. M. Smith, Jr., claims the plaintiff's constitutional rights to freedom of the press under the First and 14th Amendments.

Mrs. Christian Smith Gilliam, censor board head, said she had no comment on Loew's move except that the city would defend the action. The city has won in similar cases.

Censors Also Reject Gwen Verdon Dance

HOLLYWOOD, June 6.—British film censors have taken the same view of Gwen Verdon's dance in "Gentlemen Marry Brunettes," set for United Artists release, that the Production Code Administration here did, Robert Bassler, co-producer of the picture with Richard Sale, revealed here yesterday.

The PCA had ordered the dance sequence eliminated, which resulted in removing Miss Verdon from the picture, inasmuch as it constituted her only appearance in it. Bassler earlier had said the sequence would be retained in all prints exhibited outside the United States. The British censors objected to both the dance and costuming of Miss Verdon, star of the current Broadway musical, "Damn Yankees."

Boley of Buchanan Agency Dies at 43

William Boley, Buchanan & Co. account executive for the Paramount Theatres unit of American Broadcasting-Paramount Theatres, died at his home in Oradell, N. J., on Sunday following an illness of a year. He was 43 years old.

Funeral services will be held at 10 A.M. Thursday, at St. Joseph's Catholic Church, Oradell. The body reposes at Norman's funeral parlor in that village. Boley had been with the Buchanan agency for the past 18 years and at one time also handled the Paramount Pictures ad account and the United Cerebral Palsy campaigns. He is survived by a wife and five daughters.

Mexican Producers Rush 6 Pictures to Beat Strike Date

Special to THE DAILY

MEXICO CITY, June 6.—Production of six new Mexican pictures here is being rushed so as to complete them all by June 30. That is a precaution, their producers admit. That lends substance to fears some in the trade entertain that a general strike will start July 1. Producers and distributors face pay-hike demands of 25 to 50 per cent, while exhibitors confront a 25 per cent wage increase ultimatum by their employes, members of the National Cinematographic Industry Workers (STIC) and the Picture Production Workers (STPC) Unions.

Muscians Ask Big Boost

Wage hike troubles are mounting for the industry with unionized musicians demanding 27.8 per cent more pay, also with the threat of a crippling strike.

The Federal Board of Conciliation and Arbitration is striving to avert the strike with talks its officials are holding with representatives of the unionists and their employers.

The eight American distributors are about the only ones in the trade who are manifesting more confidence that the strike will be avoided. Their four Mexican colleagues, though, are not so optimistic.

Studio Craft Worker Paid $124.44 in April

HOLLYWOOD, June 6. — April earnings of craft workers in the studios here averaged $124.44 weekly, according to a Department of Industrial Relations report. March averaged $126.95.

The work week averaged 41.9 hours in April; in March 42.6.

NEW YORK THEATRES

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People

Walter Wanger has been named president of Sheraton Closed Circuit Television, Inc., formed recently by the Sheraton Hotels company to arrange and produce programs for its closed circuit television department. **William P. Rosensohn,** former president of Box Office Television, has been named executive vice-president, and **Robert Rosencrans,** former vice-president of BOT, is vice-president of the new company.

¤

C. E. Warner has been appointed to the field engineering staff of Altec's Eastern division, covering Virginia, Maryland and Washington. He fills the vacancy caused by the death of Glenn C. Ornstine. Warner previously was associated with Altec in the installation of CinemaScope-stereophonic sound in 1953-54.

¤

Walter Lebowitz, formerly with Poli Theatres, has been named manager of the Parsons Theatre in Hartford now under the Menschell-Calvocoressci banner. The downtown house is operating on a combination film-stage show policy.

¤

Maurice Levy of the National Broadcasting Co. has been named "Newsreel Cameraman of the Year" in the competition sponsored by the National Press Photographers Association and the Encyclopedia Britannica.

Extolls Benefits of Participation Deals

Participation deals as a means of obtaining top talent and as a method of reducing costs were strongly endorsed here yesterday by Jack Rose and Melville Shavelson, the producing-directing-writing team, which recently finished the Bob Hope starrer "The Seven Little Foys," to be released by Paramount.

Shavelson, in response to a question at a trade press interview, contended that the major studios benefit from participation deals. Such deals, continued Shavelson, give talent a financial stake in the picture, offering personalities an incentive they otherwise would not have. With such cooperation, he went on, production shooting costs are reduced.

In support of his argument, Shavelson pointed to the good profit showing in recent years of Paramount and Universal, two companies, according to Shavelson, which have made much use of participation deals.

Rose and Shavelson, who formed their own producing company, Scribe Productions, said that Hope has the major interest in "The Seven Little Foys," with Scribe Productions and Paramount owning the remaining interest. Shavelson said the team has a contract with Paramount to produce three, at the rate of one a year, with an option to do two more. He went on to say that Scribe Productions has a deal with Hope to do three more films, adding that the Hope deal is separate and apart from their deal with Paramount.

Theatres' Comments on Toll TV

(Continued from page 1)

vigorous attack on toll TV on many fronts, concentrating its biggest arguments on legal and economic issues. It contends, for example, that based on current TV viewing habits, subscription TV could cost an average American family $1,156 a year for types of programs which are now received free.

It bases its statement on figures used by toll TV proponents—in the Phonevision experimental test in Chicago five years ago—which showed that single program cost would average not less than 66 cents per hour. The figure was based on a "sets in use" survey showing that viewers watch TV sets on an average of four hours a day. The $1,156 figure does not include an estimated $80 for the cost and installation of an "unscrambler" for the set itself.

In addition to theatres, members of the Committee Against Pay-As-You-See TV include television and radio station owners, labor unions, chambers of commerce, the National League of Televiewers, trade associations, set owners and others. Dr. Dallas Smythe, U. of Illinois economic consultant; and John V. L. Hogan of Hogan Laboratories, engineering consultant, were in charge of the research on which the Committee's comments are based. Cohn and Marks, Washington attorneys, filed the comment for the committee.

Sees 'Significant Danger'

Referring to its numerous exhibitor members, the Committee observes: "The authorization of subscription television on broadcast frequencies constitutes a significant danger to the continued existence of motion picture theatres. The Joint Committee concedes that its interest in this proceeding has been, in part, motivated by its desire to safeguard its own interests.

"The fact that the Joint Committee is an interested party, however, does not reflect upon the pertinency of its Comments. The Joint Committee believes that it has demonstrated in these Comments that its selfish interests coincide with the public interest. In any event, it is no answer to the merits of any comments to observe that the commentator has a stake in this proceeding. Clearly, if this were a pertinent factor the proponents of subscription television would also be disqualified for they are the ones with the largest economic stake in the proposal. The Commission's determination must ultimately be made in the light of the over-all public interest. This determination can only be made by evaluating the merits of all the arguments made on behalf of those who propose and those who oppose."

The Committee states that "it is without knowledge of the role, if any," film producers and distributors might play in subscription television.

In support of its contention that the FCC does not have the authority under the 1934 Communications Act to approve toll TV, the Committee says that the decoders and the payments to be made by veiwers, essential to subscription television, are not the elements of a broadcast service; that subscription TV operations do not fall within the concept of a common carrier, and that subscription TV is not broadcasting.

"Subscription television," it asserts, "is still a service intended only for subscribers."

The Committee contends, too, that the Communications Act, as it now stands, is inadequate to protect the public against gouging by purveyors of toll TV programs and argues that, if the FCC is to authorize toll TV, it should wait for Congress to adopt new, protective legislation controlling and regulating the new TV system, as it does other common carriers.

Plea for 'Public Interest'

The opposition brief furthermore emphasized that pay-TV proposes to use the facilities of a gigantic communications outlet established by the American public, national advertisers, TV networks and independent stations —a factual billion dollar industry. The proponents of pay-TV have not contributed one penny to the building of this gigantic outlet, the Committee declares, yet they expect the FCC to grant them the right to use this system for their own personal profit and to the detriment of the "public interest" the Commission is duty-bound to protect.

It is further pointed out that promises of "programs to come" with pay-TV always have been, and still are, in the haziest of speculative categories. As far as is known, no contractual agreements have been entered into with any opera troupe, any ballet company, any symphony orchestra, any Broadway producer or any Hollywood film company. Nor have any definite agreements been announced with any education institutions. "Vague promises of 'better programs' are hardly the background for authorization by the FCC of any such drastic upheaval of broadcasting as is contained in the petitions at issue," Marcus Cohn, of legal counsel, declared.

Talent Supply a Factor

Openly predicting that pay-TV would eventually destroy television as we know it today, the Committee holds that there is only so much top talent available in the entertainment field. Advertisers who lose their stars by reason of raids by pay-TV promoters will find it impossible to maintain quality and performance level, it was claimed.

Other major objections raised by the Committee were:

¶ Pay-TV sells entertainment only to those who can afford to pay.

¶ The essence of broadcasting is to transmit programs to all those willing to watch and listen, and not to a particular group.

¶ At certain hours, pay-TV would render useless millions of sets owned by persons who didn't want to pay.

¶ Pay-TV is not a supplement to, but a substitute for, free-TV.

¶ Since only so much talent is available—and it cannot be created in a hurry—pay-TV would be compelled to use the same talent now used by free-TV.

Wants Full Argument

The Committee requests the FCC, if it does not refuse to authorize subscription TV on broadcast frequencies, to hold hearings at which all interested parties will have an opportunity to present evidence and to cross-examine witnesses before toll TV is authorized.

Trueman Rembusch of Allied States and Alfred Starr of Theatre Owners of America are the exhibitors' co-chairmen of the Committee Against Pay-As-You-See TV.

Challenges Zenith On License Claim

An obvious challenge to Zenith Radio to verify its claim that numbers of exhibitors have asked for subscription TV rights in their territories is contained in the comments filed with the FCC yesterday by the Committee Against Toll TV.

The group, which represents exhibitors, states that it repreccents 75 per cent of the nation's theatres and knows of none who has applied, or intends to apply, for any license to participate in toll TV "should it ever come to pass."

R.I. Court Upholds WB Percentage Suit

PROVIDENCE, R. I., June 6.—A motion to dismiss the percentage action brought by Warner Brothers in Federal Court here, as to all the exhibitor defendants, for want of Federal jurisdiction, has been denied as without merit by U. S. District Judge Day.

Five percentage actions by as many distributors are pending the U. S. District Court for Rhode Island, but the motion to dismiss as to defendants Meyer and Joseph Stanzler and associate corporate defendants alleged to operate theatres in Narragansett Pier. Wakefield, Wickford and East Greenwich, in this state, was made only in the Warner Brothers suit, on the ground that certain answers in behalf of that plaintiff showed that its total claim was less than the minimum Federal jurisdictional amount, which is set at $3,000.

Judge Day pointed out that Warner Brothers might produce at the trial evidence justifying a verdict in its favor for actual and punitive damages in excess of $3,000.

TV-Film Producers, AMPP Talking Pact

HOLLYWOOD, June 6.—The Association of Motion Picture Producers and the Alliance of Television Film Producers today opened negotiations for a new collective bargaining contract covering actors, singers and announcers in TV-entertainment films.

Academy Album for Prize-Winning Songs

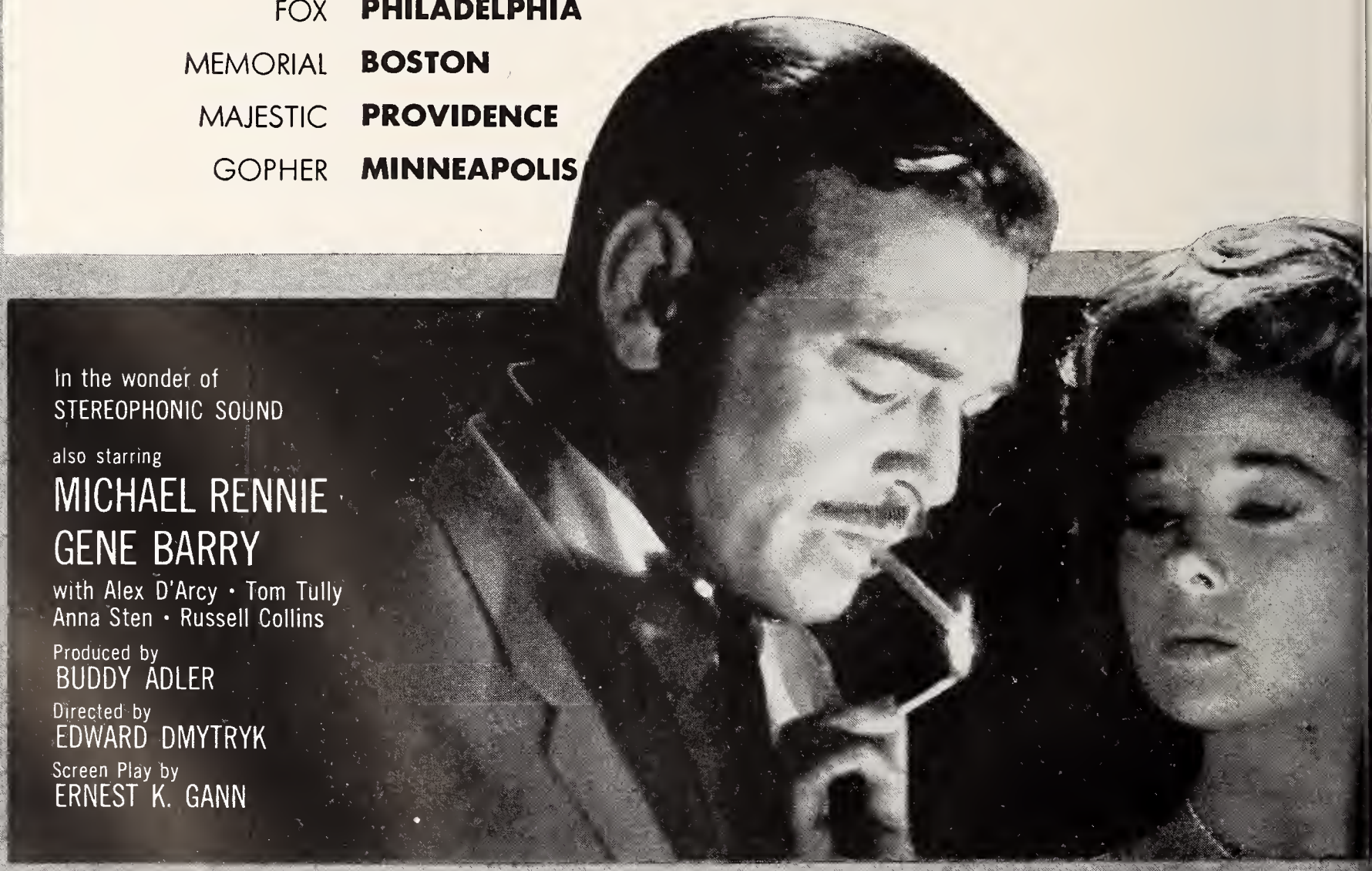
HOLLYWOOD, June 6. — The board of governors of the Academy of Motion Picture Arts and Sciences has approved a Decca proposal for a record album of Academy-Award-winning songs. Details are being negotiated.

Roach Flying to N. Y.

HOLLYWOOD, June 6. — Hal Roach, Jr., will leave here by plane tomorrow for conferences with Eastman Kodak Co. executives on the telefilm series which he will produce for the Screen Directors Guild.

There's a FORTUNE in S
boxoffices hail "TH

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NORVA	**NORFOLK, VA.**
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COMERFORD	**WILKES-BARRE, PA.**
MILLER	**WICHITA**
FOX	**PHILADELPHIA**
MEMORIAL	**BOSTON**
MAJESTIC	**PROVIDENCE**
GOPHER	**MINNEAPOLIS**
FOX	**SAN DIEGO, CAL.**
FOX	**TUCSON**
OLYMPIC	**UTICA, N. Y.**
DENVER	**DENVER, COL.**
PARAMOUNT	**SEATTLE**
FOX	**PORTLAND, ORE.**
PALACE	**CLEVELAND**
PARAMOUNT	**SYRACUSE**
COLONIAL	**AKRON, OHIO**
PARAMOUNT	**YOUNGSTOWN, OHI**



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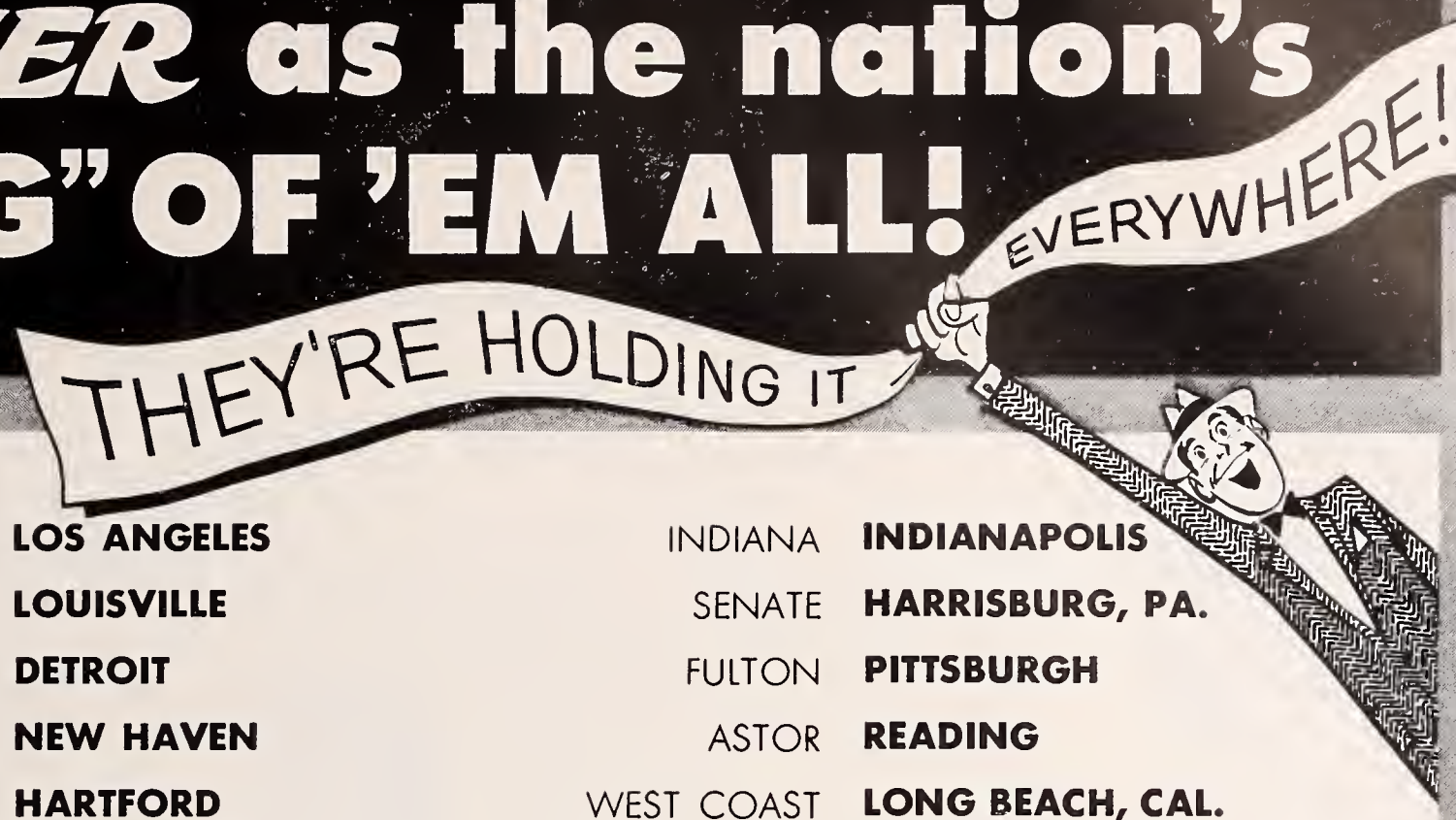
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BUDDY ADLER

Directed by
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Screen Play by
ERNEST K. GANN

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FOX	**DETROIT**
POLI	**NEW HAVEN**
POLI	**HARTFORD**
WISCONSIN	**MILWAUKEE**
POLI	**BRIDGEPORT, CONN.**
POLI	**SPRINGFIELD, MASS.**
POLI	**WORCESTER**
WARNER	**ATLANTIC CITY**
GILLIOZ	**SPRINGFIELD, MO.**
BROAD	**COLUMBUS**
GRAND	**TOPEKA**
VICTORY	**EVANSVILLE**
INDIANA	**INDIANAPOLIS**
SENATE	**HARRISBURG, PA.**
FULTON	**PITTSBURGH**
ASTOR	**READING**
WEST COAST	**LONG BEACH, CAL.**
LINCOLN	**SPRINGFIELD, ILL.**
ALABAMA	**BIRMINGHAM**
CAPITOL	**FLINT**
FOX	**SAN FRANCISCO**
NEW	**BALTIMORE**
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CALIFORNIA	**SAN DIEGO**
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20TH CENTURY-FOX presents

CLARK GABLE
SUSAN HAYWARD

SOLDIER OF FORTUNE

From the Novel by Ernest K. Gann

A CINEMASCOPE® Picture

COLOR by DE LUXE

France-U.S.

(Continued from page 1)

ert Benjamin, Arnold Picker, United Artists; Wolfe Cohen, M. Greenberg, Warner Brothers; Walter Branson, William Clark, RKO Radio Pictures; Emanuel Silverstone, Edward Fraser, 20th Century-Fox; Felix Sommer, Ben Cohen, Universal; Lacy Kastner, Columbia; William Satori, Allied Artists, and Ted Black, Richard Altschuler, Republic.

New Wage Bill

(Continued from page 1)

to meet tomorrow to vote on minimum wage legislation.

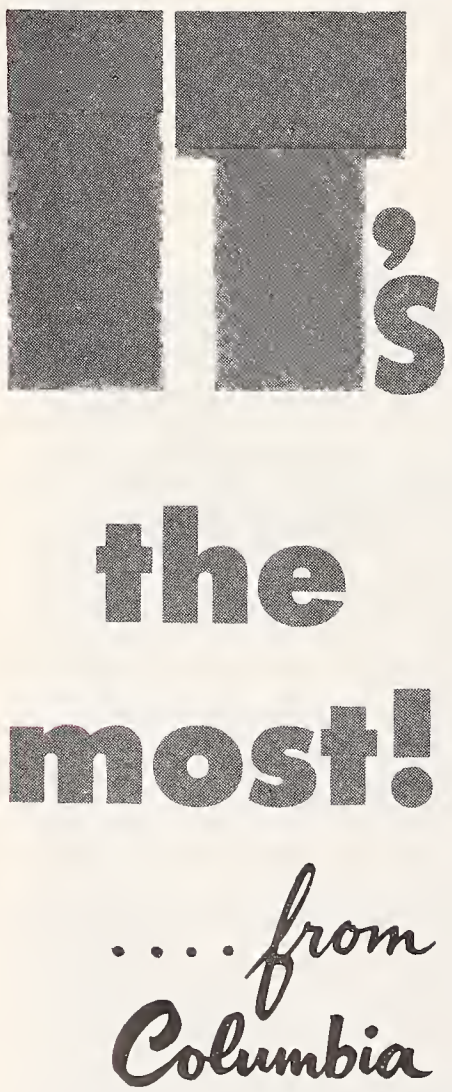
A subcommittee on Friday voted to postpone indefinitely the question of extending coverage to theatre circuits and other retail and service establishments. It also voted to boost from 75 cents an hour to $1 the minimum wage for workers already covered by the law. The full labor committee tomorrow will vote on these decisions.

Fox Has 6 Showing At N.Y. First Runs

Twentieth Century-Fox currently has showing first run in New York a record total of six productions of which four are in CinemaScope.

Heading the lineup of CinemaScope productions is "The Seven Year Itch" at Loew's State Theatre, followed by "Soldier of Fortune" at the Roxy, "The Magnificent Matador" at the Astor and "Violent Saturday" at the Mayfair.

"The Adventures of Sadie," in Eastman color, is in its third week at the Normandie. The other standard-dimension film, "Angela," is showing at the Palace.



Television--Radio

with Pinky Herman

MCA-TV, Ltd., in cooperation with local TV stations and via tie-ups with national TV fan mags, will conduct a nation-wide talent search to find an 18-year-old youngster to play the role of "Tim" in the forthcoming production of Lloyd C. Douglas' teleseries, "Dr. Hudson's Secret Journal." Five regional winners will be flown to Hollywood to be screen-tested by co-producers Brewster Morgan and Eugene Solow. John Howard will play the title role. . . . Ed Stokes, WMGM deejay and narrator on Eddie Fisher's "NBCoke Time," has been signed to narrate a 20th Century-Fox CinemaScope short subject due to be filmed in the East early next month. . . . Fanny Merrill, associated with Gertrude Berg for over 15 years, has acquired exclusive rights to "the life story of the late Albert Einstein."

☆ ☆ ☆

For more than 20 years the top motion picture musical figure in the East with over 300 screen credits for having composed and conducted musical scores, Jack Shaindlin's newly-released Capitol Album, "Academy Award Favorites," is a nostalgic delight and is a MUST for deejays and station musical directors. . . . Mr. and Mrs. Mort Lewis (he's editor of Ralph Edwards' "This Is Your Life") will arrive in New York from Hollywood late this month to sail for a European vacation. While here he'll confer with brother Lester Lewis regarding a shooting sked on his original TVehicle "88 Keys To Adventure," which will be filmed in New York and syndicated by Lester Lewis Associates. . . . Little cherub-faced Charlie Goldberg, who started many a pop tune on its way to hitdom via serenading promenaders in the Boston Common, is celebrating his 35th year with Chappell & Co. . . . Presided over by Jim Fleming, executive producer of NBC's new radio week-end series, "Monitor," the press was invited to witness and participate in the opening of the new $150,000 push-button point of origination two-way intercontinental broadcasts linking New York, London and Paris. . . . Lou Walters, discoverer of many topnotchers, is featuring another group at his Latin Quarter on Broadway which seems to be sprinkled with stardust: Joe Maize and his Cordsmen, who stop the show cold. . . . The Lanny & Ginger platter (Benita Records) of the Japanese love song, "Sayonara-Goodbye," has clicked with top deejays. Result—Larry Taylor, general manager of Jose Ferrer Music, has grabbed the ditty, cleffed by Lanny Grey and Margarite Arneth. . . . Screen Gems has named Colbert Clark as producer of a new telefilm series, "Tales of the Texas Rangers," which will go before the cameras next month at the Columbia Studios in Hollywood. General Mills will CBSponsor the series over 64 stations Saturdays. Art Van Horn and Hubbard Cobb, whose "How To Fix It" is a nitely ABC feature will be seen on TV this fall. With the "do it yourself" craze so prevalent these days, such a program should be a natural. . . . One of the best-liked and respected record librarians on the nets, Irving Faskow, of CBS, and pretty little Evelyn Nasberg, will sing an "I do-et" Sunday, June 19. . . . Raymond Massey will narrate a half-hour radio documentary for N. Y. State Society Against Discrimination.



Jack Shaindlin

☆ ☆ ☆

Our choice for the mantle of "Ace Talent Scout" goes to Mr. and Mrs. Charlie Basch (Frances Scott). Back in 1948 in the early days of TV, Basch Productions produced a weekly series, "Bonny Maid Show," over NBC and the five principals included Ann Francis, now a star in Hollywood and currently seen in the Warner Bros. flicker, "Battle Cry"; Eva Marie Saint whose performance in "On The Waterfront," earned her the "Oscar" for "best supporting role by an actress"; Carl Ohmart, just signed to a seven-year contract by Paramount Pictures; Dayton Allen, the featured voice for several years on the "Howdy Doody" NBClassic and now featured as "Mr. Bundle" on "Winky-Dink," and Merrill E. Joels, well known radio and TV featured player and author of the tome, "Acting Is a Business" acclaimed by critics as "one of the best guides to a career in Radio or TV ever written." Quad Erat Demonstrandum. (Had to toss in the bit of Latin —the first chance we've had to use the phrase since gradu—since leaving college.)

Poster Firm

(Continued from page 1)

Third Circuit Court of Appeals, which had held that the suit was barred because the exchange had settled a similar, earlier suit in 1943. Justice Harlan took no part in today's decision, one of the last handed down by the court today before it quit for its summer recess.

The effect of the high court's decision is that the anti-trust suit must now be tried in District Court. The decision does not pass on the merits of the claims in that suit.

Charles Lawlor and Mitchell Pantzer, trading as the Independent Poster Exchange, brought suit in 1949 charging that NSS maintained a monopoly in the poster and trailer field and that the eight major distributors aided National Screen in maintaining this monopoly. The District Court and the Circuit Court dismissed the suit—on motion of the defendants—on the ground that it involved the same issues as an earlier suit, brought in 1942 and settled and dismissed in 1943. Lawlor and Pantzer then appealed to the Supreme Court, which agreed to decide the legal question of whether the later suit was barred by the settlement of the earlier suit.

Douglas Sees New Issues

An eight-page, highly technical opinion today decided it was not. Speaking for the unanimous court, Chief Justice Warren said the conduct complained of in the 1949 suit was all subsequent to the 1943 judgment, that additional defendants were named, and that "there are new anti-trust violations alleged here not present in the former action.

"While the 1943 judgment precludes recovery on claims arising prior to its entry," Warren said, "it cannot be given the effect of extinguishing claims which did not even then exist and which could not have been sued upon in the 1942 case. In the interim, moreover, there was a substantial change in the scope of the defendants' alleged monopoly; five other producers had granted exclusive licenses to National Screen, with the result that the defendants' control over the market for standard accessories had increased to nearly 100 per cent."



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K.C. Drive-in Fee Boosted to $500

Special to THE DAILY

KANSAS CITY, June 6.—In recent action on amusement taxes, the Jackson County Court raised the license fee for drive-in theatres from $50 to $500 a year.

Mississippi

(*Continued from page* 1)

and they were awarded $490,000 damages, but the Fifth Circuit Court of Appeals dismissed the case against Republic and ordered a new trial for the rest of the defendants. It found the jury had been influenced by outsiders friendly to the partners and had been given information excluded from the court record as to offers to compromise the suit.

Applebaum and Simms then appealed to the Supreme Court, but the court today refused to interfere with the circuit court order for a new trial. The justices gave no reason for their decision, merely noting in a long list of orders their refusal to review the circuit court decision.

The distributors claimed the partners passed numerous bad checks and operated a losing proposition from the start. They said the order for a new trial was correct because of "the unusual and shocking conduct of the jury" and "the contradictory and prejudicial instructions" of the judge.

What's more, they argued, the decision in favor of the Center should have been reversed "because of the weakness of proof of conspiracy and the lack of proximate causation of damage to a venture foredoomed to failure because of its own inherent defects."

Tax Revision Law

(*Continued from page* 1)

1954 tax bill, and the Treasury asked for the repeal on the ground that the provisions would cost the government far more than originally expected. The House action today took the form of agreeing to a minor Senate amendment to the originally-passed House bill. It would give taxpayers whose tax liability is increased as a result of the repeal until Dec. 15 to pay up without being charged interest or other penalties. President Eisenhower is expected to sign the repeal bill.

Review

"The Cobweb"

(M-G-M)

DESTINED for well above average reception, "The Cobweb" is an adult and continuously interesting film. It is a weird, high-voltage drama, alternately poignant, melodramatic, frightening and funny, and played to the hilt by a big, uniformly excellent cast headed by Richard Widmark, Lauren Bacall, Charles Boyer, Gloria Graham, Lillian Gish and John Kerr, the latter a promising newcomer.

As a study of the inner workings of a plush private psychiatric institution, where most of the administrators are only one nervous jump ahead of their patients, it is peculiarly disturbing and hardly calculated to increase one's faith in the profession. And, as a serious presentation of what psychiatry is, it seldom goes beyond such discussions of mother/father complexes in which all mental ills are explained by a few pat phrases.

First and foremost, however (and this is what counts with most audiences), it is a film that tells its story in bold, vivid situations and dialogue that catch and hold the attention throughout. The cobweb of the title refers to the strange snarling of the emotions of both patients and doctors which is uncovered over the relatively minor issue of selecting new drapes for the clinic library. This deceptively simple narrative, in which the lives of a half dozen people are laid bare, is something of a tour de force for screenwriter John Paxton, who adapted the novel by William Gibson, and director Vincente Minnelli.

The most prominent protagonist in the intra-clinic struggle are Widmark, the new head of the hospital who sees the therapeutic value in having the patients make the drapes themselves; Miss Grahame, Widmark's wife, neglected in the line of his duty, who orders some extremely fancy drapes on her own in an effort to make herself needed at the clinic; Miss Gish, a frustrated old maid and administrative assistant who orders some inexpensive drapes and sees her security threatened with the other officials going over her head. Also involved are Kerr, a disturbed patient whose commission to design the fabric helps bring him out of his anxieties; Boyer, the has-been head of the hospital who uses the issue to try to force out Widmark, and Miss Bacall, a widowed graphic arts instructor who skirts an adulterous relationship with Widmark to find her own security.

Matters come to a climax when Miss Grahame, jealous of her husband's attentions to Miss Bacall, goes ahead and hangs her drapes in the clinic library. Kerr, thinking he has been double-crossed and patronized by Widmark, dashes off in a thunderstorm to give bent to his suicide wish. This act, never fulfilled, somehow breaks the cobweb and brings patient and patrons back to their senses.

In the meantime there have been a good deal of excitement and three notable performances by Miss Grahame, Boyer and Miss Gish. Good support is offered by Oscar Levant and Susan Strasberg, among others. John Houseman produced the film, which is in Eastman Color and CinemaScope, both of which are good though not essential to the drama.

Running time, 124 minutes. Adult classification. For release July 15.

Edmund Grainger Prepares Next Film

HOLLYWOOD, June 6.—With filming of the first of his major productions, "The Treasure of Pancho Villa," completed and now being edited, independent producer Edmund Grainger has begun active work on the second of his productions, "Great Day in the Morning," and set July 11 as the starting date of the film.

Edmund Grainger Productions, an independent company, has contracted with RKO to produce six major productions for RKO distribution within the next two and one-half years.

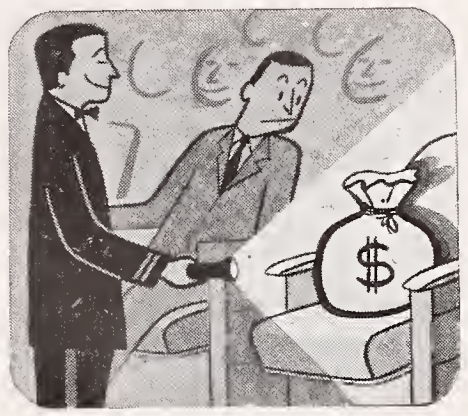
'Foy' Kids to Aid Palsy Benefit Show

The seven youngsters who perform as Bob Hope's children in Paramount Pictures' VistaVision production of "The Seven Little Foys" will be on hand for the United Cerebral Palsy benefit premiere of the film at the Criterion Theatre here.

The musical picture will follow "The Far Horizons" into the Broadway house.

The youngsters are Billy Gray, Lee Erickson, Paul De Rolf, Lydia Reed, Linda Bennett, Jimmy Baird, and Tommy Duran.

EXHIBITOR'S CORNER



Q. *WHICH SEATS LOOK BEST IN RECEIPTS?*

A. ***Griggs "Push-Back" Chairs from RCA!*** Comfort brings 'em in and brings 'em back . . . the kind of theatre-seating comfort and convenience only this genuine, original "Push-Back" Chair can offer. Patrons simply push back slightly—never have to stand—as others enter or leave without fuss or stumble. It's easier to reach concessions more frequently, so concession profits curve right up. Trim-looking Griggs "Push-Back" Chairs from RCA make a smarter house . . . with a wide choice of colors for end and center standards as well as upholstery. Retraction mechanisms are the smoothest patrons ever enjoyed . . . and stay that way. Enclosures protect all moving parts. You can remove seats for thorough cleaning . . . interchange chairs on standards to equalize wear.

Q. *Who has the Facts on Griggs "Push-Back" Chairs from RCA?*

A. ***Your local independent RCA Theatre Supply Dealer*** can show you every feature attraction of Griggs "Push-Back" Chairs from RCA. He has an attractive financing proposition, too . . . to put seats of earning in your house now.

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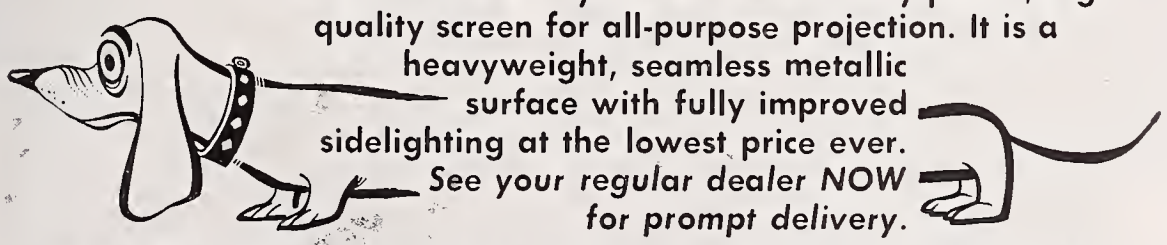
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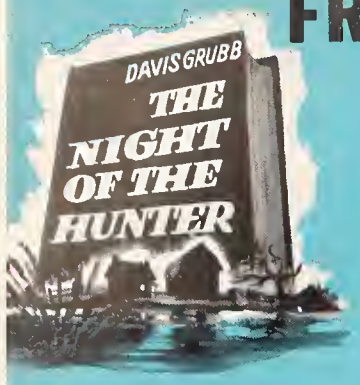
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FROM A GRIPPING BEST-SELLER...FROM POWERFUL PERFORMANCES BY A SUPERB CAST...FROM THE CREATIVE GENIUS OF THE FAMED PRODUCING TEAM THAT BROUGHT "THE CAINE MUTINY COURT MARTIAL" TO THE STAGES OF THE ENTIRE NATION...



...a motion picture that will not be easily matched or forgotten!

the wedding night, the anticipation, the kiss, the knife, BUT ABOVE ALL... ***THE SUSPENSE***

PAUL GREGORY presents

ROBERT MITCHUM · SHELLEY WINTERS

in

THE NIGHT OF THE HUNTER

co-starring LILLIAN GISH

with JAMES GLEASON · EVELYN VARDEN · PETER GRAVES and Don Beddoe · Gloria Castillo · Billy Chapin · Sally Jane Bruce

Directed by CHARLES LAUGHTON

Screenplay by JAMES AGEE · Based on the novel by DAVIS GRUBB · Produced by PAUL GREGORY

GREAT SCREEN ACHIEVEMENT

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MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 111 NEW YORK, U. S. A., WEDNESDAY, JUNE 8, 1955 TEN CENTS

D of J Feels

Ban on Circuit Expansion Can Be Terminated

Barnes Says Courts Can Prevent Any 'Abuses'

By J. A. OTTEN

WASHINGTON, June 7. — Assistant Attorney General Stanley Barnes said the Justice Department does not favor action to seek an extension of the long-time ban on theatre acquisitions by the divorced circuits.

He noted that most of the circuits, having completed their court-decreed divestiture, are now free to seek government and court approval of new the-

(*Continued on page 6*)

Plan French Center Here

By AL STEEN

A plan for the establishment of a French "cinema center" in New York for the purpose of promoting French productions in this country was revealed here yesterday by Jacques Flaud, director of Centre National du Cinemas Francais, the coordinating body of the French film industry. Flaud said he hoped that the agency, which would be a combination French

(*Continued on page 5*)

Walter Fuller, Head Of CEA, Is Dead

By PETER BURNUP

LONDON, June 7.—Walter Fuller, general secretary of the Cinematograph Exhibitors Association, collapsed on the street here today and died 10 minutes after being admitted to the Middlesex Hospital.

For 30 years, Fuller steered exhibition here in a continuous fight with

(*Continued on page 6*)

32-City Telephone Hook-up Recruits Rogers Hospital Aid

The need for industry-support of the one-day collection in theatres for the Will Rogers Memorial Hospital during the week of Aug. 15 was stressed yesterday in a nation-wide telephone hookup to 32 exchange cities, which originated in the board room of Stanley Warner Theatres here.

Regional members of the national collection committee heard addresses by A. Montague, president of the hospital; Eugene Picker, chairman of the fund-raising and finance committee; Sam Rosen, vice-president of the hospital who substituted for Si Fabian, and national committeemen Charles Feldman and Arthur Mayer. Six who are patients at the hospital at Saranac Lake, N. Y., sent pleas via tape re-

(*Continued on page 4*)

U-I Joins NBC on TV 'Spectacular'

From THE DAILY Bureau

HOLLYWOOD, June 7.—Joint announcement yesterday by Universal-International and National Broadcasting Co. disclosed the completion of arrangements for the first one-hour-and-a-half TV "spectacular" with a television network utilizing the talent of a major motion-picture studio.

The presentation, to be telecast on July 2 in black-and-white over 128 TV

(*Continued on page 6*)

Balaban to Stockholders:

TOLL TV IS VIEWED AS 'INEVITABLE'

Regards Sarnoff's Position 'Inconsistent'; Sees Rise in Para. 2nd Quarter Earnings

By MURRAY HOROWITZ

"Irresistible economic forces make some form of pay television inevitable," Barney Balaban, Paramount president, said yesterday in his address to the company's annual meeting of stockholders at the home office.

Claims Method of Decoding Toll TV

An automatic method of decoding "all forms" of scrambled toll TV telecasts that would permit viewers "to see subscription programs without paying" will be described to the press here tomorrow by Jerrold Electronic Corp., manufacturers of electronic equipment for wired TV.

Firm also will reveal comments to be filed with the Federal Communications Commission by the company on toll TV, it was stated. The new proposals will deal with methods of using "wired TV," it was added, a method advocated by the joint exhibition group fighting toll TV.



Barney Balaban

Balaban made the statement in reporting on the activities of International Telemeter Corp., a subsidiary subscription television firm of Paramount. The prediction also was part of a spirited answer to the arguments against toll TV made on Monday by Brig. General David Sarnoff, chairman of the board of RCA, in comments ad-

(*Continued on page 4*)

Pioneer of the Year

Selection of Herman Robbins, chairman of the board of National Screen Service, as the "Pioneer of the Year" by the Motion Picture Pioneers was announced here yesterday by Jack Cohn, founder and president of the organization which is composed of men who have served the industry for 25 years or more.

Robbins will be honored as the year's pioneer at ceremonies to be conducted in conjunction with the 17th annual dinner of the organization on Nov. 4 at the Hotel Waldorf Astoria here.

In announcing Robbins as "Pioneer of the Year," Cohn said: "Among the distinguished leaders of the motion picture industry whose contributions through the past one-third of a century have made the screen the greatest medium of entertainment in the world,

(*Continued on page 5*)



Herman Robbins

No Extension Of Wage Law

From THE DAILY Bureau

WASHINGTON, June 7. — The Senate Labor Committee today rejected a move to extend the Federal minimum wage law to large theatres and theatre chains.

The committee turned down by voice vote a motion by Sen. Lehman (D., N. Y.) to cover theatres grossing more than $500,000 a year and also to cover all chains with four or more theatres.

The committee approved a motion to boost the present 75 cents an hour minimum wage for workers already covered to $1, effective next Jan. 1. Prior to that it had rejected 8 to 5 a move by Sen. Ives (R., N. Y.) to

(*Continued on page 6*)

WALT DISNEY'S Lady AND THE Tramp

The FIRST all-cartoon feature in CINEMASCOPE color by TECHNICOLOR

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THE MAGAZINE FOR YOUNG ADULTS

Personal Mention

WILLIAM C. GEHRING, 20th-Century-Fox executive assistant general sales manager, will return to New York today from the Coast.

•

MIKE SIMONS, M-G-M director of customer relations, returned to New York yesterday from St. Louis. EMERY AUSTIN, exploitation head, is due back here from the same city today.

•

CHARLES LESTER, Southern district manager for National Screen Service, with offices in Atlanta, will leave there this week with MRS. LESTER for Europe.

•

E. R. ZORGNIOTTI, chairman of the board of I.F.E. Releasing Corp., and SEYMOUR POE, executive vice-president, will leave here tomorrow for Italy.

•

BLANCHE LIVINGSTON, in charge of publicity for RKO out-of-town theatres, will sail from New York on Friday aboard the "Neuw Amsterdam" for Europe.

•

OSCAR MORGAN, Paramount short subjects sales manager, left New York last night for Washington and Pittsburgh.

•

JULES LAPIDUS, Warner Brothers Eastern and Canadian division sales manager, will return to New York over the weekend from Cincinnati.

'Summertime' Shown Without Code Seal

United Artists screened "Summertime" without a Code seal yesterday for trade reviewers. The picture had its world premiere in Venice on May 29. Its American premiere is scheduled for late this month.

Efforts to reach company officials for comment on whether the picture would undergo changes to qualify it for a Code seal before its American opening were unsuccessful yesterday.

As a member of the Motion Picture Association of America, UA would be subject to a $25,000 fine for distributing a picture here without a Code seal.

The film is based on the stage play, "Time of the Cuckoo," and deals with the romantic interlude of a middle-aged American woman vacationing in Italy. Two years ago UA distributed "The Moon Is Blue" without a Code seal, but the company was not a member of the MPAA at the time.

Webb to Tour

BURBANK, Calif., June 7.—Jack Webb's 30-city personal appearance tour of the United States and Canada this summer for openings of "Pete Kelly's Blues" will begin July 27 in San Antonio. The Webb party will travel in a chartered United Airlines executive plane to cover the extensive territory within the 33 days allotted.

Gives FCC $80,000 For Network Study

From THE DAILY Bureau

WASHINGTON, June 7.—The Senate voted to give the Federal Communications Commission $80,000 for a comprehensive study of radio and television network broadcasting.

The funds were part of a $6,870,000 appropriation voted the FCC for its operations during the coming fiscal year. The total is $170,000 more than the agency itself requested. Of the $170,000, $80,000 is earmarked for the radio-TV study and $90,000 is to be used to reduce the backlog of applications in TV, radio and special service broadcasting. The House has already given its approval for the same amounts.

In recommending the funds for the FCC, the Senate Appropriations Committee said it was disappointed in the progress made so far by the commission in working on the backlog of applications for stations and services, and that "it is hoped that better results can be reported from the increased funds provided for 1956."

Clarke, Former Fox Head, Dies at 73

Death of Harley L. Clarke, who was president of Fox Film Corp. from 1929 to 1931, was reported here yesterday. Clarke died in the Chicago suburb of Mount Prospect at the age of 73.

Although Clarke's career spanned both Fox Film and General Theatres Equipment, Inc., he was identified principally with the utilities field, having headed the $400,000,000 Utilities Power and Light Corp. over which he had financial battles with Atlas Corp. Clarke and a group of associates acquired control of Fox Film in 1929 but retired from active operation in the early 1930's.

Born in Detroit, Clarke attended the University of Michigan. One of his first jobs was selling machinery to utility firms. He is survived by his wife, a daughter and a son.

Premiere of 'Hunter' Set for Des Moines

The world premiere of "The Night of the Hunter," Paul Gregory's first motion picture production, will be held in Des Moines, Ia., it was disclosed yesterday by United Artists. Des Moines, native city of the producer, will pay him tribute with a day of festivities to be attended by state and city officials, as well as Broadway and Hollywood stars.

Korn to Head Sales Of 'Spell of Ireland'

Charles Korn has been appointed sales manager for the national distribution of Celtic Pictures' Kodacolor production of "The Spell of Ireland."

The picture, which had its world premiere at the Baronet Theatre here, is now being released initially in the metropolitan New York and New Jersey area.

Conn. Drive-In to Test Wrestling Bouts

Special to THE DAILY

HARTFORD, June 7.—Frank McQueeney of the Pine Drive-In Theatre, Waterbury, Conn., started a series of professional wrestling shows at his drive-in tonight. Length, variety and quantity will be determined, of course, by customer reaction.

Chesapeake 'Holders To Meet in Theatre

Chesapeake Industries on June 15, will take over the Trans-Lux 85th Street Theatre here for the purpose of showing its shareholders the products and the expanding services of its subsidiaries—ranging from a new, full-length Hollywood feature in color to movable steel partitions, electronic equipment and heavy machinery.

The picture to be shown will be "The Magnificent Matador," 20th Century-Fox CinemaScope feature which was printed in color by Pathe Laboratories, a Chesapeake Industries subsidiary.

This will be the second of Chesapeake's regional showings of feature motion pictures and products for its shareholders. Shareholders of the Cleveland area gathered at a theatre there a year ago to see a Chesapeake-sponsored Gina Lollobrigida film in Pathe-color. The company's largest blocks of shareholders are in Cleveland and New York City.

Lodge Golf Tourney Set for Tomorrow

Additional prize donors for the fourth annual film industry golf tournament sponsored by Cinema Lodge of B'nai B'rith at the Vernon Hills Country Club at Tuckahoe, N. Y. tomorrow were announced yesterday by Martin Levine, tournament chairman as reservations moved past the 125 mark.

Levine reported that Grossinger's had donated a two-day vacation and that other new donors were Nat Lewis, Pepsi-Cola Bottling Co., Mitchell May, National Carbon Co., Archie Mayers of Unity Television, Amplex Co., Harry Goldstone, George Waldman, Saul Jeffe, Robert Savini, Polaron Products, Columbia Pictures, United Artists Corp., Fabian Theatres, Brandt Theatres and others.

An additional feature of this year's tournament, Levine further reported, will be the photographing and filming of the tee-offs of all foursomes, with the film to be shown the same evening at the banquet through the donation of services by Irwin Young of DuArt Film Laboratories.

Valerie B. Thomas, 65

Funeral services will be held today for Valerie Banner Thomas, 65, who died Saturday at the Mamaroneck home of Spyros P. Skouras, president of 20th Century-Fox. Miss Thomas, who was born in Tipton, Me., came to New York from St. Louis with the Skouras family and had been in their employ for 28 years.

Closing of 2 Houses Leaves Wisc. Town of 17,000 Theatreless

Special to THE DAILY

STEVENS POINT, Wis., June 7.—This town of 17,000 population in the center of the state is without a motion picture theatre following the closing within a two-week period of the town's two theatres.

Gran Enterprises' Lyric was the first to shut down, for an indefinite period "for remodelling, and was followed by Fox-Wisconsin's Fox Theatre. In addition, Gran Enterprises' drive-in near here failed to reopen this spring.

Four Close in No. Central, Four Are Re-Opened

MINNEAPOLIS, June 7.—W. R. Frank's Park Theatre here, one of the city's oldest neighborhood houses, has been closed. The building will be converted to commercial use.

In addition, Alfred Van Tassel's Town at Watertown, Minn., and the Roxy at Hinckley, Minn., have been closed. Minnesota Amusement Co. has closed its Time Theatre at Mitchell, S. D., after operating it on weekends only for a time.

Countering the closings were the following four re-openings: M. Frank Toussant's Gibbon, Gibbon, Minn.; Leo Brazier's Jordan, Jordan, Minn.; A. F. Palmquist's Primghar, Primghar, Ia., and Lansford, Lansford, N. D., which will be operated by the local Commercial Club as a business booster.

Oregon City Now Without A Theatre, Last One Closes

OREGON CITY, Ore., June 7.—Terry Miller, manager of the Liberty Theatre, pioneer house in the Portland trade area, and last one operating here, has decided to close and advises that the building will be sold and razed. Long's Star Theatre, the only other theatre in the city, was closed several months ago.

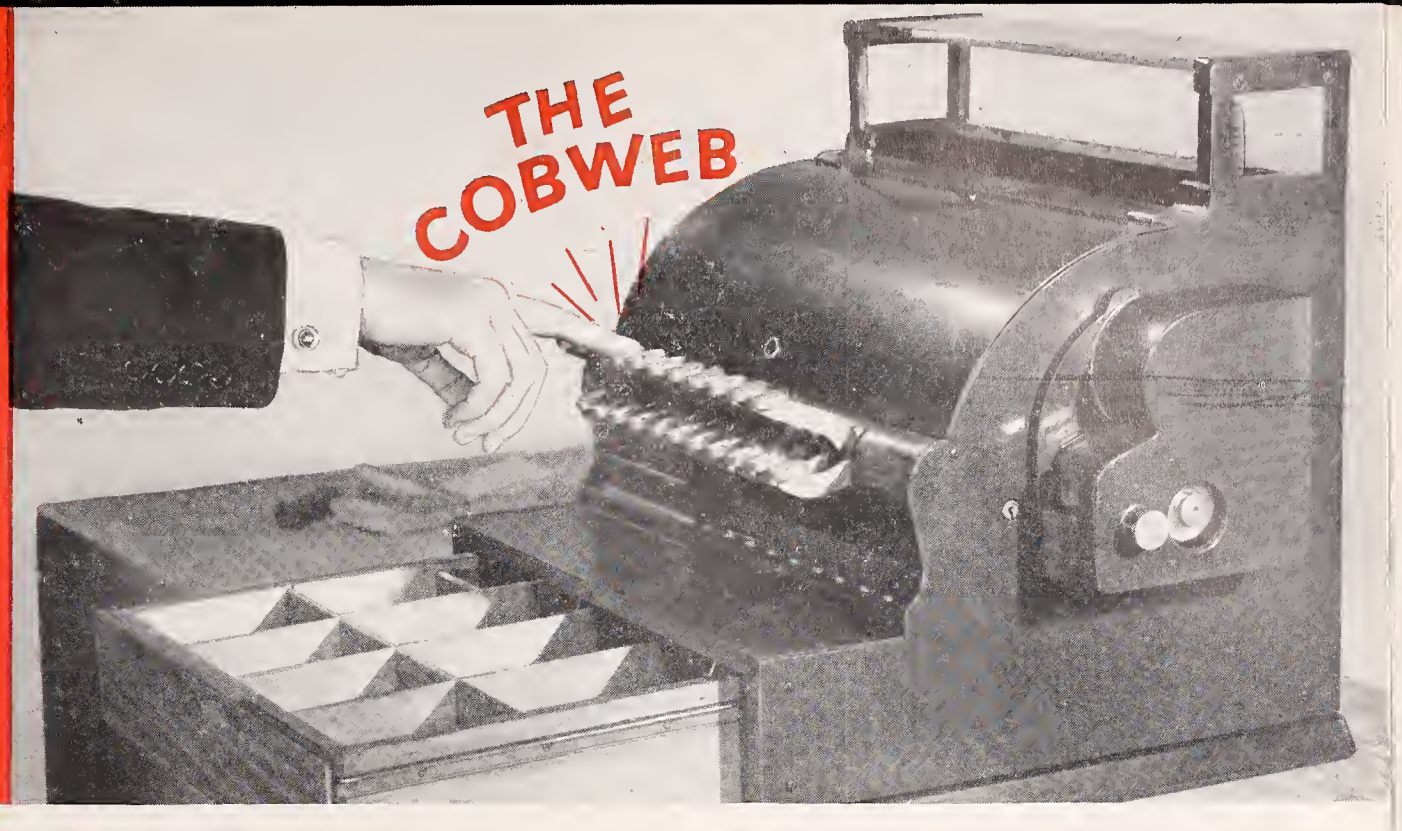
Improve With Practice

OTTAWA, June 7.—Thieves have robbed the drive-in theatre between Port Hope and Cobourg for the fourth time in three years, blowing theatre safe this time and escaping with $1,900 in cash. Last year $900 was taken by safecrackers.



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FILL IT UP!



After blasting the nation with its "Blackboard Jungle" Bombshell, M-G-M follows up with a smashing, All-Star production "THE COBWEB," a forbidden subject that will be the talk of America. For the first time the screen dares to reveal the secrets of the psychiatrist's couch in that strange mansion on the hill they called "The Castle."

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RICHARD WIDMARK
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In

"THE COBWEB"

And Introducing **JOHN KERR** *star of 'Tea And Sympathy'*

And **SUSAN STRASBERG**

With **OSCAR LEVANT**
TOMMY RETTIG

Screen Play by JOHN PAXTON
Additional Dialogue by William Gibson
From the Novel by William Gibson
Photographed in EASTMAN COLOR

Directed by VINCENTE MINNELLI · Produced by JOHN HOUSEMAN

★

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Caught in the Cobweb of human emotions!

Says Para. Could Acquire Theatres

If Paramount Pictures were "frozen out of a territory," it could acquire a "showcase" theatre in that territory, Edwin L. Weisl, Paramount director and legal counsellor, informed company stockholders at their annual meeting here yesterday.

Weisl, responding to a question on whether the consent decree bars Paramount Pictures from engaging again in exhibition, said that "under certain very limited conditions" it could own theatres. He then mentioned the "frozen-out" condition, adding that the decree bars the company from any extensive theatre holdings as existed before divorcement.

Rogers Drive

(*Continued from page* 1)

cording and one former patient, now cured of tuberculosis, also were on the 35-minute program.

Montague opened the closed-circuit meeting with an explanation of the hospital's needs and the necessity of eliminating the present "hand-to-mouth" existence of the institution. He pointed out that TB still had not been "defeated" and that the disease takes a toll of 25,000 deaths yearly in the United States.

Feldman said the August collection will not conflict with, nor will it replace, the Christmas Salute.

Rosen said the Stanley Warner circuit, of which he is executive vice-president, would make collections in all its theatres.

L.I. Readers Say 'No' to Toll TV

WASHINGTON, June 7. — By a 25-to-one margin, readers of "Newsday," a Long Island daily newspaper, told the Federal Communications Commission that they were opposed to pay-as-you-see television. Totals were 5,036 against pay-TV and 192 in favor.

On May 25 "Newsday" published a two-page spread explaining the pros and cons of the pay-TV controversy and printed a ballot coupon which was to be cut out, pasted to a postcard and mailed to the newspaper. The coupons were reprinted for 10 days thereafter.

The final ballots were tabulated Monday and flown to Washington and delivered to the FCC offices today.

Shareholders Pay Balaban Tribute

A citation for "meritorious achievement" in management-stockholders' relations was presented here yesterday to Paramount president Barney Balaban by the United Shareholders of America.

The presentation was made at yesterday's annual meeting by Ruth A. Fischel, assistant to the president of the organization, Benjamin A. Javits.

Paramount Annual Meet

(*Continued from page* 1)

dressed to the Federal Communications Commission.

Other highlights of Balaban's address included:

¶ A forecast that the current quarter will show a healthy improvement in operating profit over the second quarter of 1954;

¶ A report that Paramount finds itself "almost with a peak inventory" due largely to Cecil B. DeMille's "The Ten Commandments," studio shooting on which is to be completed in about 60 days;

¶ An expression of confidence that Paramount product set for release during the balance of 1955, all of which has been finished, will maintain the previously-set "high Paramount standard."

Calls Sarnoff Inconsistent

In his answer to Sarnoff, Balaban hit the "inconsistency" of Sarnoff's arguments, contending that, on the one hand, the NBC board chairman "deplores the possibility that the motion picture industry and Paramount, in particular, may influence the TV industry if pay television should come into being, and at the same time," Balaban continued, "he berates us for allegedly refusing to turn over our pictures to television."

"One gets a little weary of these pious declarations about the motion picture companies in relation to television," the Paramount president went on. "No one has a patent on how to make motion pictures. Anyone can make a motion picture who has the talent and money to do so. There is nothing to prevent NBC, or any of the other networks, from investing in quality production of motion pictures as we do in our business."

"If they think it is economically feasible at this time to make high budget pictures for 'free' television, why doesn't General Sarnoff lead the parade?" Balaban asked. He then alluded to the Radio Corporation of America's experience in exhibition and production of motion pictures when it controlled RKO Radio Pictures from 1928 to 1933.

"The answer is a simple one," Balaban declared, adding that "sponsors cannot afford to pay for a million dollar or multi-million dollar production and then give it away."

Sees Toll TV as Vital

Balaban said he went into "lengthy comment" on the toll TV issue in his report because the issue "will be debated in the public arena . . . and should be decided on its merits . . . and not on the distortion of facts."

The Paramount president also challenged the concept of what he labeled so-called "free TV" as espoused by Sarnoff. "There is far less freedom in the TV market place because of its present dominance by the giant networks than any other form of entertainment distribution," Balaban charged. The Paramount president, in his arguments for toll TV, expressed his company's belief that pay-as-you-see TV will not mean the end of the motion picture theatre. "We believe," he declared, that the desire of the public 'to go out' and receive the kind of emotional and visual effects that the theatre can offer will

Need Not Dispose Of Para. Building

Paramount Pictures is not required to sell the Paramount Building here so long as the disposition of Paramount product along Broadway does not violate the consent decree, Barney Balaban, president, informed the annual meeting of stockholders here yesterday.

Balaban read a "memorandum" on the Paramount Building, apparently based on a recent opinion by the Justice Department, in response to a stockholder's question.

credited the company's stock retirement program, to a large measure, for the continuance of the $2 dividend yearly during the "crucial" period. He reported that as of Jan. 1, 1955, Paramount "had reduced (its) capital structure from 3,302,310 to 2,195,027 —or by more than 1,100,000 shares."

"It is interesting to note," Balaban commented, "that beginning with the first quarter of 1953 our earnings for each quarter showed an improvement over the comparable quarter of the preceding year."

He expressed gratification that "our studio commitments today, in dollar volume, are no greater than they were 20 years ago when our company was reorganized."

Balaban stated that Telemeter will file its full statement with the Federal Communications Commission on Thursday.

The meeting, which featured many expressions of satisfaction from stockholders with management, elected the 12-management-nominated directors. Defeated by an overwhelming majority was the resolution calling for the annual approval by stockholders of the auditing firm selected by the board, a resolution opposed by management.

Those in attendance stood in a moment of silence in memory of the late Austin C. Keough, former vice-president, general counsel and secretary, following a eulogy by Balaban at the end of his address.

Responding to a stockholder's complaint about participation deals, Balaban said "the results speak for themselves" referring to the profitable ventures of Paramount in such agreements.

Queried on DeMille Deal

Asked about the DeMille deal, Balaban said that DeMille will receive 50 per cent of the profits from "The Ten Commandments" after Paramount has recovered its investments and costs in the production.

Reelected to the board were: Balaban, Y. Frank Freeman, A. Conger Goodyear, Stanton Griffis, Duncan G. Harris, John D. Hertz, Earl J. McClintock, Maurice Newton, Paul Raibourn, Edwin L. Weisl, George Weltner and Adolph Zukor.

sustain satisfactory levels of motion picture theatre income."

Turning to a review of the company's financial policy since divorcement in December, 1949, Balaban

Paramount's Doors Open to Exhibitors, Balaban Emphasizes

Paramount's doors are open to a meeting with exhibitor leaders, president Barney Balaban said here yesterday.

Interviewed at yesterday's annual meeting of stockholders, Balaban said that his doors are always open to any exhibitor wishing to see him. In response to a question, he said that he has received no formal communication from the joint Allied States Theatre Owners of America committee requesting a meeting with him.

The Paramount president went on to say that his forthcoming trip to Europe, which he plans to begin next week, will be of short duration, lasting only two weeks.

Meanwhile, it was learned that TOA president E. D. Martin plans to visit New York the latter part of this month, giving rise to speculation that Martin's visit will coincide with a planned meeting of the joint committee prior to conferences with Paramount and Warner Brothers. It also was noted in trade quarters that WB distribution director Ben Kalmenson is due to return from the Coast the latter part of the month.

Puts $500 Price Tag on Color Set

"With a 21-inch Lawrence tube, a good color television set can be manufactured and sold to the public at less than $500," Barney Balaban, Paramount president, stated here yesterday in his address at the company's annual stockholders meeting.

Balaban, speaking about Paramount's interest in Chromatic Television Laboratories, Inc., which developed the Lawrence tube, declared "we believe more firmly than ever that our . . . tube is the answer to color television."

In regard to the possibility of entering the field of TV program production, Balaban said that Paramount at present has no such plans. However, he informed stockholders of the development of the new studio lot on Sunset Boulevard in Hollywood purchased by Paramount. He said Paramount plans to rent out space there to outside TV producers.

Balaban Rejects Pay Boost 'Bid'

Paramount president Barney Balaban brushed aside a proposal that he should receive more money than Y. Frank Freeman, vice-president in charge of production, made by a stockholder at yesterday's annual meeting here.

Balaban said that he and Freeman "are not interested in seeing how much income tax we can pay," rejecting the recommendation that his salary be increased. "I earned twice as much years ago," Balaban stated, as head of a Paramount subsidiary company, adding that he derived enjoyment above and beyond the salary as head of Paramount currently.

French Center

(Continued from page 1)

government-private enterprise project, would be in operation by September.

The French industry, he explained, needs greater distribution both in the U.S. and in other countries. Before World War II, French motion pictures derived 40 per cent of their revenue from the foreign market, Flaud said, but in the immediate post-war period the figure had dropped to 10 per cent. France lost many of its best motion picture "customers" in other countries and its industry had to recapture that lost 30 per cent. Today, Flaud stated, the French industry derives 25 per cent of its revenue from other countries, but "it must get back that 15 per cent."

The proposed film center, Flaud insisted, would serve strictly as a means of creating an appetite for French product; it will not distribute pictures. In stressing the necessity for enlarging the U. S. market, Flaud asserted that the net earnings of French pictures in foreign countries last year amounted to the equivalent of $11,000,000 of which only $140,000 came from the United States.

The reasons for this wide difference, he said, were misunderstandings and some "prejudice" on the part of both France and the United States. He said that the feeling among American "fans" was that French pictures were "morbid," a situation which he believed was "not healthy." A solution must be found that will be satisfactory to both sides, he said.

Flaud gave a veiled warning that if the U.S. market was closed to foreign films, there could be some repercussions. He quickly added that he did not mean this in the form of "blackmail."

Active in Latin America

In an effort to re-capture the Latin American market, French companies have acquired theatres in those countries where there are no French distributors. There are seven in that market including two in Mexico. Others have been acquired in the Far East. He said that the French industry did not contemplate any acquisitions in the U.S. unless no other solution could be found. He added that this was "unthinkable." As a comparison of foreign revenue, however, he said that net earnings from South America in 1954 totalled $1,500,000 and from Israel, $300,000, while only $140,000 was netted from the U.S.

Flaud said that France had excellent short subjects, many of the documentary type, and that he hoped the proposed cinema center would help to promote them. He said that he believed it to be important for short subjects to be included in the discussions for a new film agreement between the U.S. and France.

Going to Hollywood

Late this week, Flaud will go to Hollywood for a study of American production methods and to confer with Geoffrey Shurlock, Production Code Administrator, on censorship problems as they relate to French pictures.

There was a three-fold reason for Flaud's visit to the U.S., he said. First, he wanted to thank the U.S. industry for its help in France; secondly, to re-pay the visits made to him by U.S. company presidents, and thirdly, to see what could be done to strengthen French distribution. He said that it may appear that he was too optimistic, but that he believed the cinema center would accomplish much in broadening the French market over here.

Discussions relating to a new Franco-U.S. film agreement will not get under way until after June 25 in Paris, Flaud said. He said that the basis for the talks had not been determined but that he saw no changes in the quota arrangements.

Pioneer of the Year

(Continued from page 1)

we of the Motion Picture Pioneers salute the efforts of Herman Robbins as worthy of our highest honor. Herman Robbins is truly a pioneer in our industry."

Robbins entered the industry with the original Fox Film Corp. after having served as a young man on the New York "Evening World." He eventually rose to the post of general sales manager under another industry pioneer—the late Winfield Sheehan. Robbins served with Fox until 1923 when he left to acquire an interest in National Screen.

In summarizing Robbins' career, the Pioneers stated:

"During these past 32 years, his company has kept abreast of the industry's needs for promotional material on its screens, in its lobbies, as well as furnishing posters, billboards, etc. Its facilities and personnel have served national, civic and industry causes, as a public service.

"But beyond the contributions of himself and his company are the many unpublicized services Herman Robbins has performed throughout the years on behalf of philanthropic and charitable enterprises in and out of our industry. His work for the Motion Picture Pioneers is among his outstanding contributions to the assistance of those unfortunate enough to require aid from their fellows of the motion picture business. He is also on the board of directors of the Will Rogers Memorial Hospital. The United Cerebral Palsy Foundation has given him its Distinguished Service Award Plaque for five years of invaluable support. In 1949, he was cited for his service to the Disabled American Veterans.

"During the war, Herman Robbins was an active member of the industry advisory committee of the War Production Board and cited for his contribution to the War Finance Program of the United States Treasury Department.

"Within the industry, he is treasurer of COMPO, the motion picture organization representing all phases of the industry. The Pioneers salute Herman Robbins as a great leader of our industry and a fine citizen."

Appellate Division Rules on Shea Estate

Decisions handed down by the Appellate Division of the State Supreme Court yesterday in litigation involving the M. A. Shea Estate and its former executors, Edward C. Raftery and E. C. Grainger, were hailed by the former as completely vindicating their postion in the three-year-old litigation.

The Appellate Division unanimously affirmed with one exception all major phases of rulings by Surrogate Christopher McGrath which had been appealed by members of the Shea family, and approved the final accounting by Raftery and Grainger.

Appeal Considered

Gerald Shea, one of the plaintiffs, said that consideration is being given to an appeal on some phases of the Appellate Division rulings. He added that plaintiffs were highly satisfied with the Appellate Division's modification of a 1954 order under which the court had appointed an arbitrator to hear claims in dispute. He said that under that order plaintiffs could not name an arbitrator.

Shea also expressed satisfaction with modification by the Appellate Division of an order to include counterclaims of the appellants back to 1941, instead of the statutory six-year period, on four different items in dispute. He also noted that an appeal by the other side on the setting of attorneys' fees in the case had been rejected by the Appellate Division.

Sees Showdown Soon Between L of D-MPA

ALBANY, N. Y., June 7.—"The Evangelist," official publication of the Albany Catholic Diocese, editorially foresaw a "showdown" between the National Legion of Decency and the Production Code Authority of the Motion Picture Association. It based the prediction upon "the Legion's dissatisfaction with "morally objectionable factors characteristic of so many pictures" and its reception "with an attitude of obstinacy by Eric Johnston, of the industry's censoring office."

The weekly, for years a staunch supporter of the Legion of Decency and presumed to reflect the views of the present bishop, the Most. Rev. William A. Scully, D.D. (also chairman of the Bishops' National Committee on Motion Pictures, stated that in reply to the Legion's complaint of an "obvious trend toward laxity" and a "retrogressive attitude" on the part of producers, Mr. Johnston maintained that "pictures reasonably accepted by reasonable people will continue to be made without concessions to anybody or anything."

Caustic Regarding Johnston

"In view of the comparatively few pictures that can be classified by the Legion of Decency as entirely suitable for general patronage," commented "The Evangelist," "Mr. Johnston leaves no doubt he regards the honest norms of decency to be too right and unreasonable in the demands they inflict on movie makers."

The "reasonably accepted" measuring rod that "he favors" gives "unscrupulous producers who repeatedly demonstrate an utter disregard for the dictates of right reason a wide range which they will not fail to abuse," the editorial declared.

Pointing out that the Legion of Decency "came into being to awaken the Motion Picture Association to its obligations to society," "The Evangelist" said, "Boycott is its effective weapon; one producers understand and appreciate. By ignoring the necessity for present vigilance Mr. Johnston is inviting the Legion's action."

House, Senate Group Agrees on Reciprocal Trade Legislation

From THE DAILY Bureau

WASHINGTON, June 7.—House-Senate conferees reached final agreement on a bill extending the reciprocal trade agreements program another three years.

The program has been strongly backed by film producers. The extension would give the president authority to reduce tariffs five per cent a year in each of the next three years.

The compromise agreement will come up for House and Senate approval early next week. The conferees had long been stalled as a result of opposition by the House conferees to several "protectionist" Senate amendments. The conferees today finally agreed to take the Senate amendments with some slight changes to make them slightly less "protectionist." President Eisenhower has said he was satisfied with the Senate bill.

Loew's Theatres to Join in Compo Poll

Loew's theatres will participate in the Audience Awards Poll of the Council of Motion Picture Organizations, it was announced here yesterday by Joseph R. Vogel, vice-president of Loew's Theatres.

"In my opinion," said Vogel, "the National Audience Awards Poll deserves the support of every exhibitor interested in the welfare of this industry and in building his own business. The Loew's Theatres will participate in this poll, and our organization will be glad to give its support to the project wherever possible.

"Elmer Rhoden deserves the thanks of our business for assuming the job of campaign chairman. He has a right to expect the support of everyone in our industry."

'U' Dividend Declared

The board of directors of Universal Pictures Company, at a meeting held yesterday, declared a quarterly dividend of 25 cents per share on the common stock of the company, payable on June 28, 1955 to stockholders of record on June 17, 1955.

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National Pre-Selling

"COLLIER'S" June 24 issue has Grace Kelly, star of Raymond Hitchock's "To Catch a Thief" (Paramount) and MGM's "The Swan" on an eye-catching full color front cover.

In the issue are six pages of pictures of Miss Kelly, most of them in swimming togs taken with the "Collier's" color camera on the beach at Montego, Jamaica, B.W.I. The magazine sent an ace lensman, Howell Conant, to the Caribbean resort to make photos for a pictorial story of the Academy Award winner. One of the pictures appears across a striking two-page spread and another on a bleed-color page with the tropical sea in the background.

•

Florence Somers gave laudatory reviews to three pictures in the June issue of "Redbook." They are "Marty," "The End of the Affair" and "To Paris With Love."

•

"Mr. Roberts," portrayed by Henry Fonda, appears on the attractive full-color front cover of "Life's" June 6 issue. Inside the issue is a full-color page and a number of black-and-white pages that have photos taken on the production sets.

"Mr. Roberts" was a Broadway stage classic. "Life" says, "'Mr. Roberts' has emerged almost unscathed in a Warner release and is just about as funny. In addition the new 'Roberts' benefits from the movie treatment in several ways."

•

"Love Me or Leave Me" is advertised on the table of contents page in the June issue of "Woman's Home Companion."

•

Two excellent full page ads appear in the current issue of "Look": "Son of Sinbad," in full color, and "Love Me or Leave Me" in black-and-white. In addition, there is a Picture of the Month ad on the table of contents pages advertising MGM's "The Cobweb."

•

An eye-catching color ad on "Daddy Long Legs" appears in the June issue of "Seventeen."

•

Walt Disney's "Davy Crockett" is getting a substantial plug in "American Weekly." A serial story titled "Four Loves Had Davy Crockett" has started in the June 5 issue.

•

"Parade's" issue of June 5 has June Allyson, star of U-I's "The Shrike," on the full-color front cover with her husband, Dick Powell. Lloyd Shearer's two part story of the factual background events of June Allyson starts in the issue. Among the photos used to illustrate the story is one taken on the set of "The Shrike," featuring Jose Ferrer and Miss Allyson.

•

An attractive color ad on Walt Disney's "Lady and the Tramp" appears in the June issue of "McCall's."

WALTER HAAS

Review

"Summertime"

(United Artists) *Hollywood, June 7*

"SUMMERTIME," the film version of Arthur Laurents' stage play, "Time of the Cuckoo," has Katharine Hepburn in the principal role opposite Rossano Brazzi. As produced in Venice by Ilya Lopert, with cameraman Jack Hildyard glorifying that glamorous city in Eastman color, with print by Technicolor, it is breathtakingly beautiful to look at, although limited to 1.85-to-one dimensionally, and it contains several performances, notably Miss Hepburn's, that measure up to the highest professional standards.

As to story, however, standards long established and lived up to in the American film industry are disregarded, with the result that Lopert's production has been rejected by the Production Code Administration. Its place in the commercial entertainment field appears indicated by that circumstance.

In the script by David Dean and H. E. Bates, directed by the former, Miss Hepburn is an American business secretary visiting Venice on funds she has saved for this purpose, and Brazzi is the proprietor of a small Venetian shop. Lonely in the city, she is fascinated by Brazzi and, although knowing he is a married man with a wife and family, indulges in a voluntary affair with him that is terminated, without visible remorse or other consequence, by her return to America.

Two or three minor storylines accompany this one.

In view of the magnificent camera work by Hildyard, which would be well worth the production's running time on its own account educationally, it is doubly regrettable that "Summertime" cannot be recommended for general exhibition.

Running time, 99 minutes. Adult audience classification. For June release.

WILLIAM R. WEAVER

Ban on Circuits

(Continued from page 1)

atre acquisitions. Continuing the ban on theatre acquisitions, he said, "would mean a law preventing big corporations from competing with little ones." He also indicated that the courts could be relied on to prevent abuses.

The New York court has recently allowed—with Justice Department apparent approval—some theatre acquisitions by the divorced circuits which have completed their divestiture. All but American Broadcasting-Paramount Theatres have completed their divestitures. Some Justice officials are known to feel that the make-up of the divorced circuits is quite out-of-date, as a result of the long-time ban on acquisitions—and that the circuits must be allowed to acquire drive-ins and other properties.

The matter came up as Barnes was testifying before a Senate Judiciary subcommittee investigating anti-trust problems.

Enforcement Difficult

"Enforcing the theatre decrees has been one of our most difficult problems," he declared. He noted that certain of the defendant companies in the Paramount case were required to desist from acquiring new theatres, but that this requirement was now coming to an end as the circuits completed their required divestiture.

"There is a question," Barnes admitted "whether some of these smaller theatre owners are going to be satisfied with competing with some of the big companies which are reaching the end of their terms, so to speak."

Senator O'Mahoney (D., Wyo.) suggested that perhaps the Department should seek to extend the decrees' ban on theatre acquisitions. "It has been a good thing to let the little theatres survive," he observed, "and it should be done for a greater length of time."

"No," Barnes replied, "because theoretically it would mean a law preventing big corporations from competing with little ones. Your suggestion is based on the premise that there has been a breakdown of anti-trust enforcement through the courts."

U-I Joins NBC

(Continued from page 1)

stations in the United States and Canada, will have as its master of ceremonies Steve Allen, NBC's TV star of "Tonight," due soon in Hollywood to make his film debut in the title role of U-I's "The Benny Goodman Story."

To be titled "Allen in Movieland," the 90-minute spectacular will feature appearances and entertainment by such U-I personalities as Jeff Chandler, Tony Curtis, Piper Laurie, Audie Murphy and Mamie Van Doren.

The co-operative promotion project between Universal and National Broadcasting also will showcase other top filmland talent spotlighted in the script being written by Don McGuire. U-I's coordinator for the TV presentation, which will enable the studio to highlight its release product for the summer months, will be Bob Rains, head of its radio and TV promotion department.

Announcement of the tieup was made by David A. Lipton, U-I vice-president, and Jack Rayel, NBC producer of some of the network's major "spectaculars," just arrived on the Coast.

Walter Fuller Dead

(Continued from page 1)

distributors, but more importantly in an unending battle with Government departments against the entertainment tax. He made many enemies, but more friends as pilot of organized exhibition here.

In 1927, when the Government ordained that exhibitors play British quota films, Parliamentary draftsmen could not frame a suitable bill. Barrister-at-law, Fuller came to their aid although his members resisted the quota. Fuller, for 30 years, thrived on controversy, but held for the film trade an unexampled respect in Governmental circles. Of all men, Fuller walked with Cabinet ministers and kept his touch with theatremen, no matter how humble.

His sudden, unexpected death occurred on the eve of the Llanddudno, Wales, CEA annual convention, when ameliorative influences promise to bring the readmission of the J. Arthur Rank circuit into the CEA fold.

People

L. I. Rice has been named studio auditor for 20th Century-Fox, succeeding **T. R. Krazer,** who has been promoted to the position of special advisor to the finance and accounting department of the company.

□

Joseph Andrek is the new operator of the Riverside Drive-in at Ogdensburg, N. Y., which is being booked by Upstate Theatres, Inc., of Albany. **John Free** operated the outdoor theatre for five seasons. He still has the Pontiac Theatre in Ogdensburg.

□

Harry G. Ommerle, formerly program director of CBS Television, has been named CBS Television vice-president in charge of network programs.

□

O. C. Lam, Jr., son of **O. C. Lam,** president of Lam Amusement Co., Rome, Ga., has been elected commander of the American Legion there.

□

Michael Mindlin, Jr., has resigned as advertising and publicity director of Lopert Films to join Hecht-Lancaster Productions as unit publicity director of "Trapeze," which will be put into production in Paris in July.

Wage Law Extension

(Continued from page 1)

boost the minimum to $1.25, and turned down 11 to 2 a motion by Sen. Allot (R., Colo.) to make the new minimum the 90 cents proposed by the Administration.

A Senate Labor Subcommittee last Friday had voted unanimously to postpone indefinitely consideration of proposals for expanded coverage. Sen. Douglas (D., Ill.), chairman of that subcommittee, had said the group might have hearings in the fall on the question, with a view to action next year.

Senate Majority Leader Johnson (D., Tex.) said he hoped to call up the minimum wage bill on the Senate floor tomorrow and have it passed by tomorrow night or Thursday. An attempt may be made on the Senate floor to expand coverage, but it's certain to be turned down.

'Package' Bill Pushed

Meanwhile, Undersecretary of Labor Arthur Larson urged the House Labor Committee to approve a "package" bill increasing the minimum to 90 cents and expanding coverage. He refused to say exactly what expanded coverage the Administration recommends, declaring that "Congress is in the best position to work out details." However, he suggested—as had Labor Secretary Mitchell before the Senate committee—that Congress might want to "consider" extending coverage to interstate theatre chains and other interstate retail and service organizations.

Committee members wrangled over the question of extending coverage but Chairman Barden (D., N. C.) reminded them that the committee had already voted to confine its deliberations to increasing the minimum and not to consider expanded coverage at this time.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 112 NEW YORK, U. S. A., THURSDAY, JUNE 9, 1955 TEN CENTS

In FCC Petition

Skiatron Asks Use of UHF, VHF Stations

UHF Stations Now Show Losses, Commission Told

From THE DAILY Bureau

WASHINGTON, June 8. — The Skiatron subscription TV system would use the already licensed facilities of ultra high frequency stations and non-network-affiliated very high frequency outlets, Skiatron declared here today in a memorandum filed with the Federal Communications Commission.

Most of the UHF stations are currently operating at a loss or without profit, the memorandum stated. It went on to contend that supplementary income from the Skiatron system would permit continuous operation of the UHF stations, heighten competition in telecasting and improve the

(*Continued on page* 4)

AA Earnings Above 1954's

Although Allied Artists' fiscal year does not end until June 30, earnings for the 53 weeks ended April 2 were above those for the 1954 fiscal year, according to a notice to stockholders. The notice pointed out that the statement for the year ended April 2 was required by the terms of the underwriting agreement between AA and Emanuel, Deetjen & Co.

Net earnings for the year ended April 2 amounted to $574,059, with total income totalling $12,682,303. For the fiscal year ended June 30, 1954, the earnings amounted to $ 414,480. Income amounted to $11,838,526.

Stengel Resigns as Crescent President

Special to THE DAILY

NASHVILLE, June 8.—Kermit C. Stengel, president of Crescent Amusement Co., today resigned as president and director, stressing that the reason "does not in any way involve the business affairs of the company," but was solely in the interest of preserving harmony.

Stengel stated that the book value

(*Continued on page* 4)

Production Peak At U-I Studios

From THE DAILY Bureau

HOLLYWOOD, June 8.—What is said to be marking the greatest activity the studio has seen in the last five years, 11 pictures will be in various phases of production at Universal-International tomorrow.

Included in this spurt of activity are five productions before the cameras on the lot, added scenes being filmed for another, tests being shot on two that are blueprinted to start this month, one being scored, one being dubbed and inserts being filmed for another.

Stellings, Kropp, Rosenfield Head TOA Convention

Three co-chairmen who will direct the Theatre Owners of America annual convention in Los Angeles on Oct. 6-9 have been appointed by E. D. Martin, president.

Representing the East and South is Ernest G. Stellings, of Charlotte, N. C., head of Stewart & Everett Theatres. Lester R. Kropp, of St. Louis, president of the Missouri-Illinois Theatre Owners Association and an executive of the Wehrenberg circuit, will represent the Midwest, while the West will be represented by Joseph J. Rosenfield, of Spokane, Wash., TOA vice-president and exhibitor in Washington and Colorado.

The co-chairmen, together with

(*Continued on page* 4)

Set First Arena Fight Telecast

Two large-screen mobile television units will be employed in Syracuse's Colosseum on Friday to take care of the over-flow from that city's fight arena, where the welterweight championship fight will be staged.

It was learned here that the International Boxing Club contacted Theatre Network Television for its mobile equipment after the local arena's 9,000 seats had been sold out for the bout

(*Continued on page* 4)

July 1 Deadline for Company Meets

COMPLAINTS GO TO SSBC NEXT MONTH

Allied Emergency Defense Committee Sets Strategy at Executive Session in Chicago

By J. A. OTTEN

WASHINGTON, June 8.—The Senate Small Business Committee has started making preparations for hearings next month on exhibitor complaints against distributor trade practices.

This was learned as Allied States Association's Emergency Defense Committee announced a postponement until July 1 of the deadline for meetings with distributor company officials in New York. An Allied announcement said general counsel Abram F. Myers in the meantime would "begin active preparations" for Senate hearings.

The hearings will be held either before a Small Business Subcommittee on distributive practices, headed by Senator Humphrey (D., Minn.), or by a joint session of Humphrey's group and the anti-monopoly subcommittee headed by Senator Long (D., La.). In any event, according to Humphrey's office, the hearings will open some time before Congress adjourns for the summer. If they are not

(*Continued on page* 6)

UK Halts Issuing Import Licenses For Anamorphics

By PETER BURNUP

LONDON, June 8.—The Board of Trade has decided to halt the issuance of import licenses for anamorphic lenses. The import licenses became necessary about a year ago when equipment makers here were unable to keep pace with the rush orders for CinemaScope.

Pointing out that it was necessary to import the lenses on a quota basis during the shortage, a BOT spokesman said that "we are satisfied that lenses are sufficiently available now from British factories," adding that "we will issue no further licenses."

Importers of various lens types, notably American, German and French, profess that they hold sup-

(*Continued on page* 4)

Hal Horne Is Dead; Services Tomorrow

Services will be held here tomorrow in Riverside Memorial Chapel at 12:45 P.M., for Hal Horne, 58, veteran industry executive and head of the Hal Horne Organization, who died here yesterday of a heart attack at Beth Israel Hospital.

A graduate of Tufts College, Horne had been active in the film industry for more than 30 years, having entered the field with the Far West Theatre Circuit, Los Angeles, later organizing the Horne Theatre Circuit in San Jose, Calif. In 1930 he joined United Artists as director of advertising and

(*Continued on page* 4)

Rep. in Rank Canada Deal

Special to THE DAILY

TORONTO, June 8.—The product of Republic Pictures Corp. will be distributed in Canada by J. Arthur Rank Film Distributors, Ltd., in accordance with the terms of a contract signed by Richard W. Altschuler, vice-president of Republic, and Frank H. Fisher, vice-president and general manager of the Rank organization.

The new arrangement will become effective on July 31, at which time Republic's present pact with Empire-Universal Films, Ltd., will expire.

Sen. OK's Pay Bill; Theatres Excluded

From THE DAILY Bureau

WASHINGTON, June 8. — The Senate today approved the bill to boost the federal minimum wage to $1 an hour, without any attempt being made to extend coverage to theatres.

Though the House still must act on the measure, the Senate's decision to

(*Continued on page* 4)

"Summertime" PCA Approved

"Summertime," the Ilya Lopert production for United Artists release, was referred to in a review in this paper yesterday as not having Production Code Administration approval. This reference was in error. The picture, which will open at the Astor Theatre, New York City, on June 21, has received PCA approval

Personal Mention

JAMES E. PERKINS, vice-president of Paramount International, will return to London from New York tomorrow via B.O.A.C.

●

J. R. GRAINGER, president of RKO Radio, will leave Hollywood today for Chicago, New York and Boston.

●

MOREY R. GOLDSTEIN and EDWARD MOREY, Allied Artists vice-presidents, will return to New York today from the Coast.

●

SPERIE PERAKOS, general manager of Perakos Theatre Associates of New Britain, Conn., and MRS. PERAKOS, have returned there from Hartford.

●

H. SIMON ULLMAN, son of SAUL J. ULLMAN, Fabian division manager in Albany, N. Y., was graduated this week from Albany Law School.

●

RICHARD A. HARPER, M-G-M home office sales executive, will return to New York tomorrow from Albany and Gloversville.

●

PAUL SCHUMACH, of Metropolitan Photo Service, became the father of a boy last Friday, his second son.

●

BEN THAU, M-G-M studio executive, has returned to the Coast from here.

●

DAVE EMANUEL, of Phoenix Films, will leave here tomorrow for the Coast.

●

HARRY BROWNING, home office executive of New England Theatres, is in Hartford from Boston.

●

JERRY LEWIS will arrive in New York today from Charlotte.

●

LELAND HAYWARD, producer, has returned to Hollywood from New York.

Para. Press Junket Starts Tomorrow

One hundred and sixteen of newspapermen, magazine writers and radio-television personalities of New York and Hollywood will head for Brown's Hotel Loch Sheldrake, N. Y., tomorrow afternoon for the "gala" three-day press preview of Paramount's "You're Never Too Young," starring Dean Martin and Jerry Lewis.

They will depart from Times Square in chartered air-conditioned buses and will arrive at Brown's in time for dinner. After dinner there will be a Broadway variety show in the playhouse at Brown's, with Jerry Lewis acting as master-of-ceremonies.

Saturday afternoon will be given over to various games and competitions with prizes for the winners. The evening's festivities will begin with a cocktail reception for the guests by Charles and Lillian Brown, owners of the hotel. This will be followed by dinner. Later the Browns will dedicate their playhouse as the Martin and Lewis Playhouse. It was at Brown's that Jerry Lewis got his start as a professional entertainer.

To Report Progress

Fan Magazine Publishers Pledge Support to Poll

Publishers of 14 motion picture fan magazines gave their support yesterday to the Audience Awards election that will be held next Nov. 17-27 by the country's theatres so that patrons may choose the best picture best performances and most promising young players of the preceding year.

Plans for the election were outlined to the publishers by Elmer C. Rhoden, president of National Theatres, at a luncheon at the Metropolitan Club. Rhoden is national chairman of the campaign recently launched by the Council of Motion Picture Organizations to enlist the participation of the country's motion picture theatres in the election.

The magazine publishers promised Rhoden their magazines would do everything possible to acquaint their estimated 16,000,000 readers with the progress of the election campaign.

Predicting a vote of nearly 60,000,000 in the Audience Awards poll, Rhoden said the election would result in the creation of several new stars from young players who are now comparatively unknown.

Lauds Compo and Coyne

Rhoden said, in part:

"First I would like to comment upon the good fortune of our industry to have an organization such as the Council of Motion Picture Organizations, or COMPO as we know it. Also, that we have top leadership such as Bob Coyne and his staff. Without this organization, this Audience Awards plan could never have been contemplated, much less carried out. But with one organization representing, as it does, every phase of the motion picture industry, we have all its forces behind the Audience Awards plan.

"It is regrettable that a national audience poll was not instituted many years ago, for if it had been, I can assure you the motion picture industry would be in a far healthier condition than it is today. The tremendous shortage of screen personalities would not exist, because through the Audience Awards plan, greater emphasis would have been placed on the development of new personalities. As we look to the future potential of a poll such as we are undertaking, we can visualize the tremendous force we have in our hands to gain public support and acclaim in the development of new stars.

No Conflict Seen

"One of the first questions we are asked is, 'Will this audience poll interfere with the Academy Awards?' Our answer is definitely, 'No.' The great difference lies in the fact that the Academy Awards represents choices by people within the motion picture industry, whereas the Audience Awards will represent the choice of the motion picture going public."

Those attending the luncheon with Rhoden were Irving Manheimer, Charles Terwilliger and Mrs. Ann Higginbotham, Macfadden Publications; George T. Delacorte, Jr., Dell Publishing Co.; Ralph Daigh, Fawcett Publications; W. M. Cotton and Muriel Babcock, Ideal Publishing Corp.; Philip Keenan, Hillman Periodicals, Inc.; Ned L. Pines, Pines Publications, Inc.; Martin Goodman, Screen Stars Group; Arthur Bernhard, Skye Publishing Co.; Wilbur Snaper, co-chairman of COMPO; Robert W. Coyne, COMPO special counsel; Charles E. McCarthy, COMPO information director, and Monroe W. Greenthal of Monroe Greenthal Co.

'Stranger' Ads in 19 National Magazines

A $267,000 national magazine advertising campaign, said to be the largest in United Artists history, will publicize Stanley Kramer's "Not As A Stranger" in 19 top publications with an estimated combined readership of 285,000,000, it was announced by Francis M. Winikus, UA national director of advertising, publicity and exploitation.

Follows 'Teaser' Drive

The program, which follows the $113,000 advance newspaper "teaser" campaign, will herald the all-star film version of the 2,000,000-copy best seller with two full-page color insertions in "Life" (June 20 and July 4 issues), "Look" (June 28 and July 12), the "Saturday Evening Post" (June 25 and July 9) and "Collier's" (July 8 and July 22).

Other full-page color ads for "Not As A Stranger" will run in "This Week" (June 26) and the July issues of "Ladies Home Journal," "McCall's," "Woman's Home Companion," "Redbook" and "True Story." Fan coverage features full-page displays in the July issues of "Modern Screen," "Screen Stories," "Movie Stars Parade," "Movie Life," "Motion Picture," "Movieland," "Photoplay," "Screenland" and the August issue of "Silver Screen."

IFE Discontinues Dubbing Studio

In order to concentrate its activities on distribution, Italian Films Export has decided to discontinue the operation of the I.F.E. Dubbing Studios here, effective the end of the present month.

E. R. Zorgniotti, American representative of Italian Films Export, U. S. A., said: "Having established criteria of technique and quality, we are going to concentrate our attentions now upon the distribution of quality motion pictures and can no longer continue to be involved in this phase of production."

News Roundup

WB Reopens Thailand Office

Warner Brothers is reopening its own distribution offices in Bangkok, Thailand. E. V. D'Souza, formerly WB branch manager in Pakistan, has been named Thailand manager, under supervision of Berry Greenberg, field division manager for Warner International.

■

To Honor Murrow, Friendly

National Television Film Council on June 16 will honor Edward R. Murrow and Fred W. Friendly for their contributions to films for TV through their CBS-TV program "See It Now." Ceremonies will be held at the Hotel Delmonico.

■

Telefilm Stock Offered

An offering of 312,500 shares of common stock of National Telefilm Associates, Inc., at five dollars a share, has been placed on the market by Charles Plohn & Co., underwriter of the issue.

■

Praises 'Shrike'

Mrs. Dean Gray Edwards, motion picture chairman of the National Council of Women of the United States, yesterday endorsed U-I's "The Shrike" in a letter to all members.

■

Family Car Night

The Groton, Conn., Drive-in has a "Family Car Night" in effect on Tuesdays and Thursdays, with $1.30 charged for a carload.

Ilya Lopert Here for 'Summertime' Bow

Ilya Lopert, president of Lopert Films, will arrive in New York today from Venice, Italy, to make final preparations for the Broadway premiere of his new film, "Summertime," at the Astor Theatre on June 21.

Proceeds from the New York opening of "Summertime" will go to the "Salute to France" program being sponsored by the American National Theatre and Academy to foster Franco-American relations.

Lerner Due Today

Robert Lerner, Beverly Hills attorney and partner in the new Japanese Eastman-Color feature, "Samurai," will arrive in New York today for distribution conferences with Arthur Epstein of Fine Arts Films, Inc. The film, which will receive its prints from the Toho laboratories in Japan, stars Toshiro Mifune, star of "Roshomon," and features a narration by William Holden.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor. Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager, Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



Today, it's color . . . and precision. For example: a lovely girl dissolves to a glowing red rose. In black and white, a simple procedure; in color, a job requiring complete co-ordination of production and processing technics. To aid the industry in areas such as these, the Eastman Kodak Technical Service for Motion Picture Film maintains branches in strategic areas. Inquiries invited.

Address: Motion Picture Film Department

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New Yark 17, N.Y.

West Coast Division
6706 Santa Manica Blvd.
Hallywoad 38, California

Midwest Division
137 Narth Wabash Avenue
Chicago 2, Illinais

People

Mitchell Wolfson, co-owner of the Florida Wometco circuit, was one of the three greater Miami citizens who received honorary degrees this week from the University of Miami. Wolfson was awarded the degree of Doctor of Laws for his contributions to the community in the fields of public service and communications. He also operates television station WTVJ in Miami.

¤

Dr. Allen B. DuMont will be a featured guest on **Edward Murrow's** "Person to Person" program over the CBS network on June 17.

¤

E. M. Loew, president of E. M. Loew Theatres of New England, has been named a director of the newly established Hull Cooperative Bank in Nantasket Beach, Mass.

¤

Edward J. Noble, chairman of the finance committee of American Broadcasting-Paramount Theatres, together with seven other men of distinction, received honorary Doctor of Laws degrees at Syracuse University's 101st Commencement yesterday. Chancellor William Pearson Tolley conferred the degrees.

Stengel Resigns

(*Continued from page* 1)

of Crescent has doubled since the death in 1946 of Tony Sudekum, and that "profits for the first 11 months of the fiscal year ending June 30 have increased 87 per cent over the previous 12 months."

Stengel said that he and his wife, a daughter of Sudekum, would retain their substantial stock holdings in Crescent but that his entire time would be devoted to their other interests in film theatres (not in the Crescent chain) in Tennessee and to realty and other investment interests.

AB-PT Dividends

Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, Inc., has announced that the board of directors declared dividends of 25 cents per share on the outstanding preferred and 25 cents per share on the outstanding common stock of the corporation, payable July 20 to holders of record on June 24.

Queen Honors Guinness

LONDON, June 8.—The Queen's Birthday Honors List tomorrow will announce the bestowal on Alex Guinness of the title CBE, representing Commander of the Order of the British Empire.

YOU CAN'T BEAT FILMACK SPECIAL TRAILERS
... FOR SPEED
.. SATISFACTION
. SHOWMANSHIP
Make Us Prove It!
Send Us Your Next Order.
1327 So. Wabash Chicago • 630 Ninth Ave. New York, N.Y.

Review

"Finger Man"

(*Allied Artists*) *Hollywood, June 8*

UNDER Harold Schuster's skillful direction, Frank Lovejoy, Forrest Tucker, Peggie Castle and their cast-mates make powerful, suspense-building melodrama of a strong script by Warren Douglas, from a story by Morris Lipsius and John Lardner, concerning the turning in of one crook by another, for purposes of immunity as well as justice. Save some Treasury Department men, who provide the plot with impetus, none of the characters in the picture is noble, a circumstance which intensifies interest rather than the contrary. The subject matter is grim, sordid, strictly for grownups, and the action is rife with physical violence throughout. It is realistic melodrama in the fullest sense of the term, and certain to satisfy the audiences for which it is designed.

In the production by Lindsley Parsons, with John H. Burrows in association, Lovejoy plays a three-time loser who, on being caught up with by Treasury operatives following his hi-jacking of a truck, is offered freedom on that rap if he will lead them to Tucker, the country's top gang boss, under circumstances that will enable them to put him away. To do this, Lovejoy finds it necessary to join Tucker's gang and win a post of confidence, which he does successfully after a series of complicating incidents which involve two murders, to mention only the major crimes. The finale, in which the gang-boss is apprehended, and the minor criminal is given his freedom, is one of those dark-alley gun fights between lawmen and gangsters which never fail to jolt an audience.

Running time, 82 minutes. Adult classification. Release date, June 19.

WILLIAM R. WEAVER

TOA Convention

(*Continued from page* 1)

Elmer Rhoden, honorary chairman, and Martin will formulate final plans for the conclave.

It was reported here yesterday that additional booth space will have to be obtained at the Biltmore Hotel, Los Angeles, the convention headquarters, because of a heavy demand for trade show exhibits by manufacturers and dealers.

Expect 200 Today at Film Golf Tourney

With ideal weather conditions expected to prevail, a record turnout of more than 200 is expected today for the fourth annual film industry golf tournament and banquet sponsored by New York's Cinema Lodge of B'nai B'rith at the Vernon Hills Country Club at Tuckahoe N. Y.

Tournament chairman Martin Levine yesterday concluded arrangements and allocation of prizes for the best performances on the links and disclosed that more than 60 industry companies and individuals had joined the list of prize donors. Entertainment will be featured on both the links and at the banquet with Paul Hahn, hailed as "golf's greatest showman," performing on the links and the team of Betty and Tommy Tucker, "amazing comedy mentalists" and accordionist Murray Lehrer performing at the banquet.

Will Film Foursomes

All foursomes will be filmed at their teeoffs and the film will be shown at the banquet this evening through the efforts of Irwin Young of Du-Art Film Laboratories who has donated the film as well as the quick processing job.

Max E. Youngstein, president of Cinema Lodge, stressed last night that the sponsorship of the film industry golf tournament by the lodge was designed solely as a means of bringing industryites of all faiths together for a day of good fellowship and sport. He will preside at the banquet.

Winners of all foursomes will be given prizes donated by William German, Inc., while foursome runners-up will receive Coca-Cola and Pepsi-Cola donated prizes.

U.K. Halts

(*Continued from page* 1)

plies ready to meet all demands. However, the sudden action by BOT clearly becomes a great stimulus to J. Arthur Rank's British Optical and Precision Equipment Co. which has developed the "Varamorph" lens and has laid down an extensive production program, currently turning out 400 Varamorph and 700 backing lenses per month.

Export Drive Planned

It is estimated that there are only 1,500 theatres here that possibly could accomodate CinemaScope that remain unequipped, but, in addition to the domestic market, BOPE is planning a worldwide export drive. More than 1,000 anamorphic lenses already have been supplied to overseas markets.

Westrex, which hitherto has been importing lenses for Europe, is reported to have a large stock on hand, but W. S. Tower, Jr., managing director, has hinted that his company plans large-scale British production in competition to BOPE.

Fight Telecast

(*Continued from page* 1)

between Basilio and DeMarco. It will mark the first time that a fight arena, the Colosseum, has been utilized for a fight telecast.

The fight, although it is being home telecast, has been blacked out in the Syracuse area. Tickets at the 9,000 seat Colosseum are being sold at $3.50 each.

Legion Talk for Brewer

Roy Brewer, head of exchange operations for Allied Artists, will leave here today for Glenwood Springs, Colo., to address the state department of the American Legion on the subject of combatting Communism in the amusement industries.

Form TV Film Firm

HOLLYWOOD, June 8. — Nate Watt has formed Global Productions to make a half-hour television series based on activities of police, firemen, other public servants, and to be entitled "Dial Emergency."

Skiatron

(*Continued from page* 1)

quality of programs available to the public.

Adoption of the Skiatron system, the memorandum continued, should not affect programming that is currently commercially-sponsored and available over the NBC, CBS and ABC networks.

The Skiatron memorandum was filed by Arthur Levey, president of Skiatron Electronics & Television Corp., which owns the Skiatron patents, and Matthew Fox, president of Skiatron TV, Inc., which company has the rights to exploit the Skiatron patents. Skiatron charged that the opposition to toll TV came from a group which in effect already has toll TV, the theatre operators, mentioning the medium of large-screen theatre TV.

Other highpoints of the Skiatron memorandum were:

Skiatron's de-coder will be sold through normal retail channels by a franchise holder to the public at a price of about $25 each after mass production has been achieved.

The de-coder will also contain a converter enabling its owners to secure UHF reception of Skiatron programs in those areas where UHF is employed by the franchise holders, thus enabling Skiatron-equipped sets to receive toll or free programs from UHF or VHF stations, in color or black and white.

A proposal that Skiatron be accepted by the FCC as the standard system.

Senate OK's Bill

(*Continued from page* 1)

omit expanded coverage makes it virtually certain that there'll be no extension of coverage this year.

At present, theatres, along with other retail and service organizations, are exempt from minimum wage coverage. The Administration urged Congress to "consider" extending coverage to interstate circuits, and various proposals were advanced in the Senate Labor Committee to cover circuits and large theatres. Theatre owners announced their opposition to wage-hour law coverage.

A Senate labor subcommittee last Friday decided to postpone indefinitely the question of expanded coverage, and this decision was approved by the full labor committee yesterday. Today, when the minimum wage bill came up on the Senate floor, expanded coverage was barely mentioned, and no amendment was offered in this respect. Subcommittee chairman Douglas (D., Ill.) has said his group might hold hearings on the matter this fall, with a view to action next year.

Hal Horne Dies

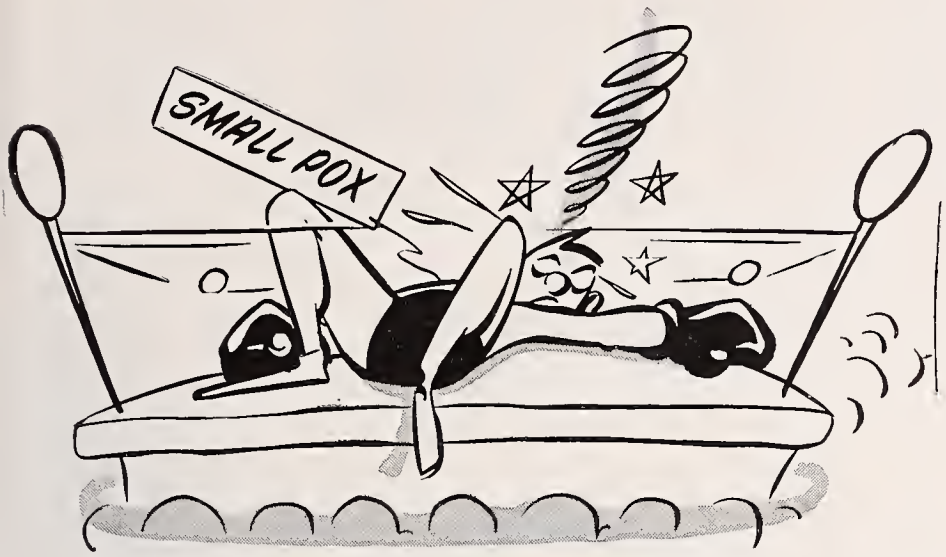
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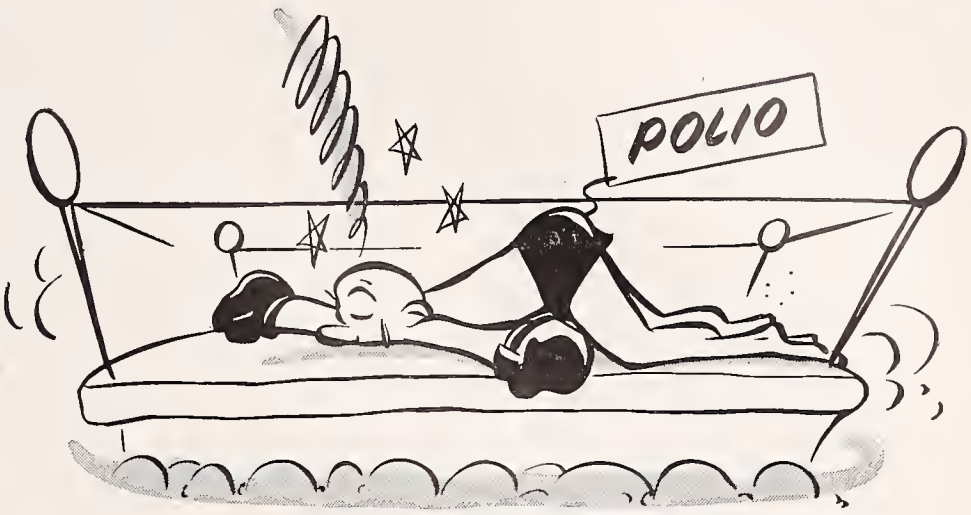
publicity, remaining in that post for five years.

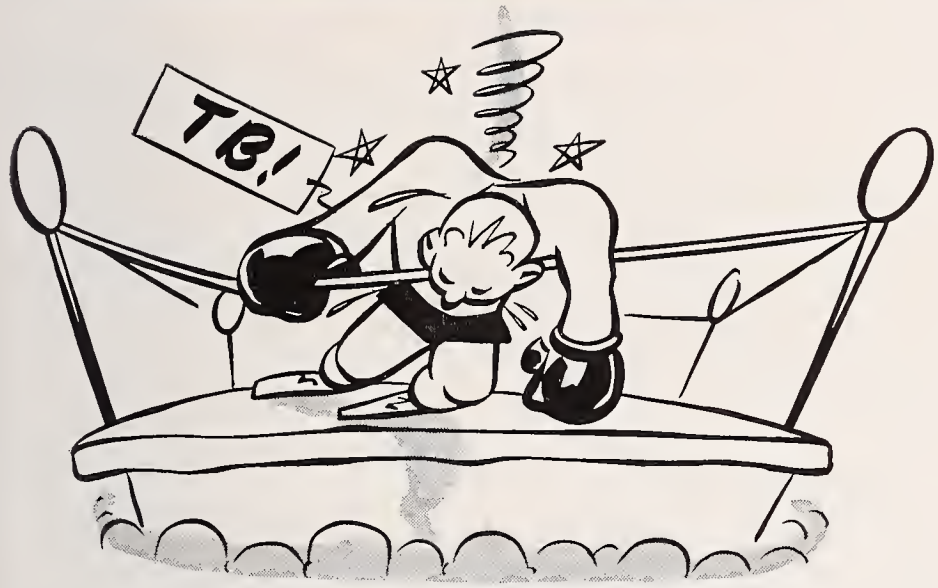
Turning to production, Horne held executive posts with Walter Wanger and Walt Disney. In 1940 he formed his own publicity organization. From 1942 to 1945 he was vice-president and director of advertising and publicity for 20th Century-Fox, a post which he then relinquished to rejoin the organization that bears his name.

The deceased is survived by his widow, Lea, national chairman of the women's division, United Jewish Appeal; two daughters, four grandchildren and a brother, George.

MR. SHOWMAN IT'S YOUR FIGHT!







YOU CAN HELP SCORE THE FINAL KNOCKOUT!

The Will Rogers Memorial Hospital at Saranac Lake, N.Y., is a *free* tubercular institution serving any member of our amusement industry in need of treatment.

Despite the generous donations from *within* our industry to the annual Christmas Salute, more funds are needed to raise the percentage of cures from 94% to 100%. We must seek help from *outside* our business, through a special *one-day* theatre audience collection campaign in mid-August.

Won't you please pledge your theatre to show the appeal trailer and make the collections?

ONE DAY AUDIENCE COLLECTION DRIVE

BENEFIT OF

WILL ROGERS MEMORIAL HOSPITAL and RESEARCH LABORATORIES

SARANAC LAKE, N. Y.

Here's my Pledge, Mr. Fabian!

DATE_____

Mr. Si Fabian, *Nat'l Chairman,*
Will Rogers Special 1-Day Collection,
c/o Stanley-Warner Corp.,
1585 Broadway, New York 36, N. Y.

You may depend upon my cooperation in showing the Will Rogers Hospital appeal trailer and taking up audience collections for at least one day during the week of August 15, 1955.

_____
YOUR NAME—PLEASE PRINT PLAINLY

_____ THEATRE

CITY_____ STATE_____

CAPACITY_____

In the THEATRE Equipment & Refreshment World . . . with RAY GALLO

NATIONAL Theatre Supply has announced that it will distribute a new carpet line made of nylon and wool by Alexander Smith. The line is trade-named "Nylwood," and it will be available in specially designed patterns only, according to J. W. Servies, vice-president and manager of National Carpet Department. Tests have shown that the addition of 20 per cent nylon to wool greatly increases the wearing life of carpets, he said. Samples of the carpeting are being supplied to the 29 National branches throughout the country.

•

A compact snack bar designed for serving soft drinks and frankfurters has been announced by Manley, Inc., Kansas City, Mo. It contains a rotary frankfurter grill with a capacity of 360 per hour and a bun warmer placed to the left of the grill. The drink dispenser is the Manley "Ice-O-Bar," which has two faucets for two flavors, plain or carbonated. A refrigerator compartment holds 6 gallons of syrup or syrup and frankfurters. The unit requires only 14 square feet of service space. There is an illuminated sign on top of the stand.

•

"Dietricious Dad's Root Beer," which is sugar and salt free, is now being promoted with a new point of sale piece featuring Debbie Reynolds, one of the stars of MGM's "Athena," according to an announcement by the Dad's Root Beer Company. Because "Dad's" appears prominently in the film, tie-ins were arranged at local theatre levels.

•

The Projection Optics Company, Rochester, N. Y., has a new "Hilux" anamorphic lens—a cylindrical type. The company states that the new "Hilux 264," as it is called, has the same optical features of its "Hilux-Val" except that it is fixed and can be used only with 2-25/32-inch or smaller projection lenses. It is designed to fit into any standard projector mount.

•

An ice cream cabinet for open display of the product in theatres has been marketed by the National Market Equipment Company, Royal Oak, Mich. Compactly designed, it is 27 inches wide by 30 deep by 51 high. Its capacity is 5½ cubic feet. The case is styled with an enclosed plexi-glass superstructure designed to "provide maximum visual display and prevent pilfering," it is stated. Customer service is by means of a rear panel.

•

Literature describing its theatre speaker systems has been issued by the Stephens Manufacturing Corporation, Culver City, Calif. Models are pictured and complete specifications listed for each.

SSBC to Hear Complaints

(Continued from page 1)

completed by the time of adjournment, they will resume in the fall, Humphrey's assistant said.

The fact that the hearings are being scheduled before the Small Business Committee, which lacks power to report legislation, makes it practically certain that there will be no action this year on any Allied bill for Federal regulation of the film industry.

The Allied release, issued jointly by Myers and Emergency Defense Committee chairman Benjamin Berger, made the first announcement of the results of a meeting of EDC in Chicago yesterday. The release said the meeting was held to hear a report from the subcommittee which has been working with representatives of the Theatre Owners of America to explore the possibilities for getting more liberal sales terms from distributors.

Postponement Suggested

After hearing the subcommittee report, the release said, the full committee recommended a postponement from May 31 until July 1 in the dealine for meetings with the distributors and for a final EDC report. This recommendation for a postponement in the deadline must still be approved by the Allied board, which is being polled. Approval is almost certain, however.

If approval is granted, the Allied release said, the extra time "will afford the film companies full opportunity to meet with the exhibitor representatives and give practical effect to their often-stated view that trade problems and differences should be settled within the framework of the industry without outside intervention."

The release gave no reason for postponing the deadline. Key officials from both exhibition and distribution, who would be participating in the meetings, have been ill or out of town, however. It was believed the deadline was delayed in order to give them all ample opportunity to take part in exhibitor-distributor discussions.

The final EDC report will contain specific findings, Berger and Myers said, "as to the attitude of each company toward meeting with the exhibitor representatives and its position in regard to each problem discussed where interviews were had."

Myers Action Urged

The release concluded by saying that, "consistent with the policy set by the board at the St. Louis meeting in February," EDC recommended that Myers "begin active preparations" for Congressional hearings "in order that the desperate condition of the exhibitors and the reasons therefor may be brought to public attention in case the committee's final report is negative and it appears that the necessary relief cannot be secured by the orderly processes of negotiation and agreement."

Present at the Chicago meeting were Allied president Ruben Shor, who heads the subcommittee; Horace Adams, Irving Dollinger, Jack Kirsch, Ben Marcus, Wilbur Snaper, Berger and Myers.

To Start Two More Pictures at RKO

HOLLYWOOD, June 8. — With three major productions currently before the cameras for RKO distribution, two more pictures will begin filming on June 20 for RKO release, it was announced by C. J. Tevlin, vice president in charge of studio operations at RKO.

The two new productions for RKO are "Glory," the David Butler production, starring Margaret O'Brien, Charlotte Greenwood and Arthur Hunnicutt, in Superscope and color by Technicolor, and "The Way Out," starring Gene Nelson and Mona Freeman, another Todon Productions effort. Tony Owen is president and executive producer of Todon Productions.

Titanus to Celebrate 52nd Anniversary

ROME, June 8. — Titanus Films will highlight its 52nd anniversary celebration with its first International Cinema Congress which will convene in the Grand Salon at the Rome Exposition Grounds on June 19.

Goffredo Lombardo, president of Titanus and son of the founder of the company, has invited foreign journalists, distributors, theatre owners and all of the employees of his company to the celebration which will continue through June 23.

'House' Here Friday

Columbia's "5 Against the House," starring Guy Madison, Kim Novak and Brian Keith, will have its premiere at the Criterion Theatre here tomorrow.

Says Shea Ruling Vindicates Trustees

E. C. Raftery and E. C. Grainger as executors and trustees of the estate of the late M. A. Shea were completely exonerated by the action of the Appellate Division this week in unanimously affirming in every respect the 1954 decree of Surrogate Christopher McGrath, Arthur F. Driscoll, attorney for Raftery, said yesterday.

The Appellate Division acted on appeals from Surrogate McGrath's decree which had been taken by Gerald Shea and heirs of the late M. A. Shea. A separate action involved a claim to arbitration made by E. C. Grainger growing out of termination of his employment contract by Gerald Shea. The Appellate Division, Driscoll said, also affirmed in that proceeding the lower court order directing the parties to arbitrate, from which Shea had appealed. The court, however, modified the order "to give the two (Shea) corporations the right to litigate in the arbitration proceeding four alleged claims that they are asserting against Grainger."

"No better evidence that the executors and trustees of the M. A. Shea estate have been completely and fully vindicated could be found, Driscoll said, "than the fact that the Surrogate ordered payments made to Grainger in the sum of $101,760; to Raftery, $94,832, and to referees and others, $26,111, plus interest at 6 per cent until paid."

'Death Row' to Fox

"Cell 2455, Death Row," Columbia's film version of Caryl Chessman's autobiography about his life of crime, will have its first New York showing at the Brooklyn Fox Theatre tomorrow.

TENT TALK

Variety Club News

LONDON—More than 10,000 visitors were attracted to the Variety Club's opening of Festival Gardens in Battersea Park where 100 stars of Britain's entertainment world contributed their services in aid of the Heart Fund and five other charities. The opening yielded an estimated profit of £1,500.

△

SAN FRANCISCO—Dick Colbert, sales manager of Universal here, will be the guest of honor at a Variety Club testimonial luncheon on Thursday, a tribute to his work and industry activities. After 10 years in San Francisco, Colbert has been transferred to Portland as branch manager.

△

BOSTON—More than 100 exhibitors and members of the Variety Club of New England were the guests of Judge John Pappas at Suffolk Downs race track last week. In their honor, the judge named the feature event the Variety Club race and a trophy was presented to the winning owner by Michael Redstone, second assistant chief barker. Each guest was given a free daily double ticket.

△

BALTIMORE — The Baltimore Variety Club, Tent No. 19, is sponsoring the initial visit to Baltimore of the Ice Capades — which comes here July 14 and will play through July 20 at Memorial Stadium. This is the 15th annual edition of the ice show which, heretofore, has skipped Baltimore. An advance ticket sale is reported to be encouraging. At a stag night last week, the club was host to the Baltimore Colts football team.

△

CHARLOTTE — The Charlotte Variety Club is holding screenings of new pictures every Sunday night in its club rooms.

Cites Support of Cinerama Abroad

The acceptance of Cinerama in Europe was hailed here yesterday by Harry Goldberg, director of publicity and advertising for Stanley Warner.

Goldberg, who recently returned from a month's tour abroad, said that in Milan, London and Paris, "This Is Cinerama" is doing well.

Start 'Foy' Sales

Tickets are now on sale for the New York premiere of Bob Hope's VistaVision musical, "The Seven Little Foys" to be held at the Criterion Theatre June 29 for the benefit of United Cerebral Palsy. Hope, who is starred in this Paramount film as the great song and dance man, Eddie Foy, Sr., will receive UCP's first "Humanitarian Award" in recognition of his service to the cerebral palsied. Hope is national chairman of UCP.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 113 NEW YORK, U.S.A., FRIDAY, JUNE 10, 1955 TEN CENTS

Second Conference

Balaban Meets With Allied, TOA Group

Hush-Hush Session Held 2 Days After EDC Meet

By MURRAY HOROWITZ

A hush-hush meeting with Paramount Pictures president Barney Balaban was held here yesterday afternoon by the joint Allied-Theatre Owners of America Committee.

Representing organized exhibition at the unheralded meeting, MOTION PICTURE DAILY learned, were Allied president Rube Shor, TOA president E. D. Martin, Wilbur Snaper and Walter Reade, Jr., of Allied and TOA, respectively.

Participants at the conference, met by this reporter in TOA headquarters following their meeting with Balaban,

(*Continued on page 2*)

Rhoden Spurs Compo Poll

Substantial benefits to production as well as exhibition will accrue from the audience poll sponsored by the Council of Motion Picture Organizations, Elmer C. Rhoden, president of National Theatres, and national chairman of the poll, told trade press editors and writers at a luncheon

(*Continued on page 8*)

Rival Balto. Houses 'Plug' Each Other

BALTIMORE, June 9.—This city is witnessing an example of cooperation between competing first-run exhibitors to bring out the juvenile trade. Jack Fruchtman is plugging on the screen of his Keith's Theatre this week the opening on June 13 at the rival Izzy Rappaport's Hippodrome Theatre of Walt Disney's "Davy Crockett, King of the Wild Frontier." In return Rappaport is scheduled to cross plug Fruchtman's opening of Universal-International's "This Island Earth" which opens on June 29. It's figured that both theatres will help each other in bringing the kids downtown.

Observing Martin Quigley's Fortieth Anniversary . . .

By Sherwin Kane

FORTY years in the making! In glorious color! Packed with action—past and current—, humor, reminiscences and expressions of esteem from all branches of the industry and from all corners of the world! An outstanding production!

That's the Martin Quigley 40th Anniversary Issue of "Motion Picture Herald," out today! To borrow a word encountered with some frequency in reproductions of news pages culled from antecedent Herald publications, circa 1920, which are to be found in a section of the Anniversary Issue—it's colossal!

Sharing the Issue of more than 200 pages is a section devoted to the 25th Anniversary of the industry's Production Code, of which Martin Quigley is the author.

Both anniversaries—Martin Quigley's 40th as publisher and editor-in-chief of the "Herald"—and the Production Code's 25th—are memorialized in an eloquent Resolution adopted and signed by members of the board of directors of the Motion Picture Association of America, and reproduced prominently in the Anniversary Issue.

President Dwight Eisenhower sends a letter of greeting and congratulation.

Eric Johnston, MPAA president, writes appreciatively and at length of the man and his work under the title "Two Significant Anniversaries," elsewhere in the Issue.

Page upon page of warm, earnest messages from heads of every industry organization of consequence, at home and around the world; together with more personal tributes from industry pioneers and leaders expressing their great regard for Martin Quigley, his work, his editorial policies, his contributions to the direction and advancement of the industry and the institution of the motion picture over four decades, constitute an impressive catalogue of the widespread esteem for the man.

Brimming with interest and nostalgia is a section in the Anniversary Issue reproducing headlines and pictures from the columns of the "Herald" from its beginning in 1915 up to the present. Evoking wonderful interest are the numerous evidences in the news headlines of 40 years that some stories, in all truth, are hardy perennials.

For example, the "Exhibitors Herald" headlines in 1915

(*Continued on page 7*)

At Deadline

FCC Sifting Pros and Cons Of Pay-to-See

Arguments of Both Sides Submitted in Final Day

From THE DAILY Bureau

WASHINGTON, June 9.—Proponents of subscription television and their adversaries "slugged it out" today in their efforts to convince the Federal Communications Commission that toll-TV was good or bad for the public, depending on the point of view. It was the final day for filing comments with the FCC and the deadline briefs were submitted by American Broadcasting Co., Columbia Broadcasting System, Zenith Radio Corp., and International Telemeter

(*Continued on page 6*)

Jerrold Offers De-Coder Test

A challenge to Zenith or any other subscription TV firm to put its scrambling device to a test was issued here yesterday by Milton J. Shapp, president of Jerrold Electronics Corp., the firm which claims to have a technique to decode scrambled telecasts without paying.

The challenge was issued to Mil-

(*Continued on page 8*)

Public Expressions Wind Up About Even

WASHINGTON, June 9.—By today's deadline for filing comments on subscription television, the Federal Communications Commission had bound 53 volumes of letters and other comments, totalling about 25,000 individual items.

The letters were signed by everybody from school children to district and circuit court judges, from labor unions to large business companies, from housewives to Mrs. Eleanor Roosevelt. Although the balance of pros and cons veered back and forth from week to week, the overall picture showed that the writers were divided about equally on the subject.

Personal Mention

ALFRED CROWN, Allied Artists vice-president, will leave here for the Coast on Sunday.

•

BARNEY PITKIN, New Haven exchange manager for RKO Radio, is marking his 30th wedding anniversary and his 30th year with the company.

•

MAX FELLERMAN, Lopert Films executive vice-president, and MRS. FELLERMAN will leave over the weekend for Ithaca, N. Y.

•

AL SCHUMAN, formerly general manager of the Hartford Theatres Circuit, Hartford, is visiting there from Daytona Beach.

•

P. T. DANA, Universal-International Eastern sales manager, will return to New York today from Boston.

•

RITA CUMMINGS, publicist for United Productions of America, is in New York from the Coast.

•

DIMITRI TIOMKIN, composer-conductor, has returned to Hollywood from New York.

•

CHARLES VIDOR, director, will arrive in New York from Hollywood on June 17.

•

IRVING RAPPER returned to the Coast yesterday from New York.

Quigley, Jr., Off for Europe Tomorrow

Martin Quigley, Jr., editor of "Motion Picture Herald," is scheduled to leave here tomorrow for Europe. In Dublin he will be the guest of the Variety Club of Ireland at a luncheon Tuesday and will also give an address at the National University. In London on Wednesday he is to present to David B. Williams the 1954 Overseas Showmanship Award won in the Quigley Award competition sponsored by the Managers Round Table of "The Herald." In Rome, Quigley will attend the convention of Titanus Films, June 20-23.

Publications Will Honor Dean Martin

Several show business publications and Capitol Records will present Dean Martin of the Martin and Lewis comedy team with various citations and tokens at Brown's Hotel, Loch Sheldrake, N. Y., where Paramount Pictures will hold a three-day press preview and celebration this weekend of "You're Never Too Young."

'Adventure' on TV

Footage from "The Great Adventure," currently playing at the Paris Theatre here, will be shown on the CBS-TV program, "Adventure," 5:30 to 6:00 P.M. (EDST), on Sunday. The film was produced in Sweden and is being presented here by Louis de Rochemont. It has never before been on television.

Balaban

(*Continued from page* 1)

refused comment. However, Reade, seconded by Martin, said that the joint exhibition committee would issue a statement Monday night on the results of the meeting and future plans of the committee.

The meeting with Paramount, the second such conference held by the joint committee with a film company president, apparently was scheduled hurredly in an effort to reach Balaban before his scheduled departure to Europe shortly. It was noted that the committee also is working against the new July 1 deadline, set by Allied's Emergency Defense Committee, for the completion of meetings with company presidents and/or their top sales directors.

Balaban could not be reached for comment on the consequences, if any, of the meeting, set by the joint committee to seek liberalization of Paramount sales terms. Both Martin and Shor departed for their home headquarters, Columbus, Ga., and Cincinnati, O., respectively, shortly after the meeting with Balaban.

Seen as Good Omen

The second meeting with a president on an individual company basis, the first being with 20th Century-Fox president Spyros P. Skouras, was seen as a harbinger of conferences already slated with Warner Brothers and perhaps other companies. It is understood that WB's distribution director Ben Kalmenson has agreed to meet with the joint committee upon his return from the Coast in about two weeks.

Yesterday's unannounced Paramount meeting, along with the projected WB session, as one of the most important sessions, came just two days after the secret Allied EDC meeting in Chicago.

'Beneath the Sea' in 600 Territorial Dates

Columbia Pictures' "It Came From Beneath the Sea," in a mass territorial dating, will open in more than 600 theatres in eight branch areas during the three weeks, starting June 22, it was disclosed here yesterday by the distributor. With an augmented supply of more than 350 prints, the picture then will follow the same pattern in 19 other sections of the country.

Leading the territorial dating will be Oklahoma City and Detroit, to be followed by Denver, Salt Lake City, Pittsburgh, Philadelphia, San Francisco and Los Angeles. These openings will be bolstered by a promotional campaign.

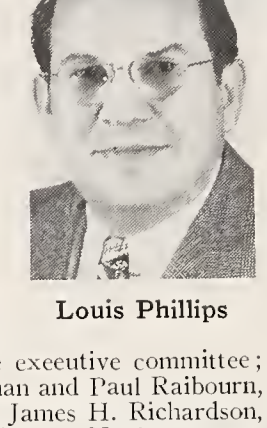
Marvin Mirisch Secretary of A.A.

HOLLYWOOD, June 9.—Marvin Mirisch, who joined Allied Artists a year ago, has been elected assistant secretary, President Steve Broidy has announced.

Broidy also disclosed that all 10 present board members are the management's choices for election by stockholders at the annual meeting in November.

Lou Phillips Elected A Para. Vice-Pres.

Barney Balaban, president; Adolph Zukor, chairman of the board, and all other incumbent officers of Paramount Pictures, were reelected yesterday at a meeting of the company's board of directors at the home office. Louis Phillips, who recently succeeded the late Austin C. Keough as general counsel, was elected a vice-president.



Louis Phillips

The other officers who were reeleeted were: Stanton Griffis, chairman of the exeeutive committee; Y. Frank Freeman and Paul Raibourn, vice-presidents; James H. Richardson, treasurer; Louis A. Novins, secretary; Russell Holman, Jacob H. Karp and Arthur Israel, Jr., assistant seeretaries.

Gray Skies Didn't Dampen Golf Day

Generally inclement weather failed to dampen the enthusiasm of the participants in the fourth annual film industry golf tournament and banquet sponsored by Cinema Lodge of B'nai B'rith at the Vernon Hills Country Club at Tuckahoe, N. Y., yesterday. Under threatening skies, more than 25 foursomes teed off and vied for the top prizes while their number was swelled to over 200 at the banquet which climaxed the day's festivities.

Some of those who were unlucky on the golf course nevertheless captured prizes at the banquet. The foursomes were filmed as they teed off.

Topping the winners, Len Gurenberg scored low net, with William Cochrane taking low gross. Runners up were, respectively, Irving Sochin and Al Fitter. Winners of the putting contest were Sol Strausberg, Milton Mendelwager and Jack Hoffberg. Jim Ippolito was second to Milton Salzburg, who made the longest drive, while one, two and three in the hole-in-one contest were Dave Dash, Phil Levine and Gordon Craddock.

Two Birdie Winners

Gordon Hedwig and William White scored one and two in the birdie division. Best dressed golfer was Sam Kolbert, while Martin Schiff took the accolade as worst golfer.

The foursome winners were : :Jack Hoffberg, George Hornstein, Milton Salzburg, Mort Holland, Wolfe Charney, Murray Strausberg, Marty Friedman, Herman Wintrich, Pete Goldsmith, Max Cohen, Jack Trop, Len Gruenberg. Harold Lasser, Hal Fitter, Mort Sweig, Harry Lowe, John Bergen, Jr., William Cochrane, Arthur McGinnis, James Ippolito, Sidney Weil, David Senft, Harry Pfaff and Lou Golding.

Exhibitors low gross was scored by Ed Fabian, with low net in the same category going to Sid Pearle.

Rhoden at Justice Dep't Meeting on N. T. Decree Topics

From THE DAILY Bureau

WASHINGTON, June 9.—Elmer Rhoden, president of National Theatres, conferred here today with Department of Justiee officials on undisclosed matters pertaining to the company's consent decree.

On several occasions heretofore National officials have discussed with Justice the possibility of the company engaging in activities designed to promote new sources of film production to relieve the existing product shortage. It is not known, however, whether that was the subject of the current discussions.

Restrictions Pointed Out

The Justice Department recently has taken the position that any interest in production undertaken by divorced circuits should be subject to a number of restrictions designed to prevent any competitive advantage accruing to the circuits through their interest in the pictures.

National Theatres has completed the divestiture program imposed by its consent decree and is free to acquire additional theatres. It is known, however, that the company has no theatre expansion plans at this time.

Rhoden, questioned here yesterday, declined to comment for publication on his meeting with Justice Department officials earlier in the day in Washington. He confirmed, however, that it was on matters related to the company's eonsent deeree.

Rhoden was asked about current and recent activity in National Theatres' stock on the New York Stock Exchange and replied that he knew of no reason for the periodic bursts of interest in the issue, which have carried it to a new high of 12 in recent trading. He commented that he had seen a brokerage house statement recently describing N. T. shares as probably undervalued by comparison to securities of other national cireuits, and that this may have influenced buying.

Rhoden, here for meetings in connection with the COMPO audience poll, of which he is chairman, is scheduled to leave for the Coast tonight.

$80,000 for 'Itch'

Twentieth Century-Fox's "The Seven Year Itch" completed its first week at Loew's State Theatre here with a gross reported at $80,000, said to be a near-record.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"LOVE ME OR LEAVE ME"
in CINEMASCOPE and COLOR starring
DORIS DAY • JAMES CAGNEY
An M-G-M Picture
and Spectacular Stage Presentation

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THEY
THIS
IS
IT!
—from
Columbia!

WATCH IT HIT EVERYWHERE...IN THE BIGGEST



IT CAME FROM BENEATH THE SEA

starring

KENNETH TOBEY · FAITH DOMERGUE

with

DONALD CURTIS

Screen Play by GEORGE WORTHING YATES and HAL SMITH · Technical Effects Created by RAY HARRYHAUSEN

Executive Producer SAM KATZMAN · Produced by CHARLES H. SCHNEER · Directed by ROBERT GORDON

BECKLEY—*PALACE*
HUNTINGTON—*PALACE*
HIGHLAND—*HILAND*
PRAIRIE du SAC—*MIDW*
FENNIMORE—*FENWAY*
PLATTEVILLE—*AVALON*
MARSHFIELD—*NEW ADLE*
MERRILL—*BADGER*
NEILLSVILLE—*ADLER*
COLUMBUS—*RUDALT*
EPHRAIM—*SKYWAY*
REEDSBURG—*BADGER*
TOMAHAWK—*PALACE*
WAUPACO—*LYRIC*
PORTAGE—*PORTAGE*
DARLINGTON—*TOWN*
EAST TROY—*TROY*
MANISTIQUE—*CEDAR*
GRAFTON—*PORT*
VICTORIA—*UPTOWN*
BAY CITY—*STATE*
EL CAMPO—*NORMAN*
WHARTON—*RIO*
YORKTOWN—*YORK*
GOLIAD—*GOLIAD*
NIXON—*NIXON*
VALLEY MILLS—*VALLEY*
ODESSA—*LYRIC*
DUBLIN—*MAJESTIC*
HAMLIN—*HAMLIN*
DE LEON—*WEEPING OA*
MERKEL—*PIONEER*
BROWNFIELD—*RIALTO*
BUFFALO—*RIO*
COLEMAN—*RANCHO*
SEATTLE—*COLISEUM*
BELLINGHAM—*AMERICA*
SPOKANE—*ORPHEUM*
BRUNSWICK—*CUMBERLA*
LEWISTON—*LISBON*
CINCINNATI—*GRAND*
DAYTON—*COLONIAL*
ATCHISON—*FOX*
SPRINGDALE—*APOLLO*
NEVADA—*TRAIL*
WAKEENEY—*KELLY*
BUTLER—*DRIVE*
FAREWELL—*BORDER*
WAMEGO—*GARRONSON*
LAWRENCE—*JAYHAWKE*
LYONS—*STAR*
HIGGINSVILLE—*DAVIS*
VALLEY FALLS—*RIO*
MARSHALL—*MARY LOU*
ELDORADO—*ROXY*
SHERIDAN—*SHERIDAN*
WAYSHIRE—*BROOKSHIRE*
VICTORIA—*TEJAS-AZTEC*
EL CAMPO—*RICE*
BAY CITY—*BAY DRIVE*
REFUGIO—*RANCHO*
NEW BRAUNFELS—*BRAU*
CUERO—*CUERO*
MERCEDES—*STATE*
SAN BENITO—*RIVOLI*
WESLACO—*RITZ*
MCALLEN—*PALACE*
BROWNSVILLE—*MAJESTI*
HARLENGEN—*RIALTO*
EDINBURG—*CITRUS*
CORPUS CHRISTI—*RITZ*
AUSTIN—*QUEEN*
ALICE—*REX*
ARANSAS PASS—*RIALTO*
BEEVILLE—*REX*
KENEDY—*RIALTO*
KERRVILLE—*RIALTO*
KINGSVILLE—*TEXAS*
SACRAMENTO—*ESQUIRE,*
CLEVELAND—*HIPPODROM*
SAN FRANCISCO—*PARAM*

DATING IN COLUMBIA HISTORY—PRIOR TO RELEASE!

HERE IS A PARTIAL LISTING OF THE THOUSANDS OF THEATRES ALREADY DATED!

DEL CITY—*DEL CITY*
MIDWEST—*SKYTRAIN*
BLACKFOOT—*ROXY*
WARREN—*HARRIS*
STEUBENVILLE—*GRAND*
KENTON—*KENTON*
SCRANTON—*CAPITOL*

BLOOMSBURG—*COLUMBIA*
LANCASTER—*GRAND*
BETHLEHEM—*GLOBE*
FAIRMONT—*FAIRMONT*
BRIDGEVILLE—*EL RANCHO*
SWICKLEY—*BROOKSIDE*
DUMAS—*PRAIRIE*
DUNDEE—*DUNDEE*
MARCELLUS—*MARCELLUS*
CLINTON—*CLINTON*
PITTSBURGH—*STRAND*
COOPERAS COVE—*COVE*
SHERMAN—*PLAZA*
FT. MORGAN—*VALLEY*
CHADRON—*PACE*
VERNAL—*MAIN*
HARRISBURG—*COLONIAL*
LANSFORD—*PALACE*
McCARMEL—*STATE*
READING—*EMBASSY*

TARENTUM—*HARRIS*
PITTSBURGH—*BELMAR*
ALTOONA—*OLYMPIC*
JOHNSTOWN—*EMBASSY*
OAKLAND—*STRAND*
AMBRIDGE—*AMBRIDGE*
CLAIRTON—*CAPITOL*
NEW CASTLE—*SUPER CASTLE*
BELLE VERNON—*SUPER 71*
RICHLAND TWP.—*RENALLI'S*
WASHINGTON—*WASHINGTON*
PITTSBURGH—*ARCADE*
WARRINGTON AVE.—*CAPITOL*
PITTSBURGH—*CAMP HORNE*
PITTSBURGH—*COLONIAL*
E. McKEESPORT—*BLUE DELL*
PITTSBURGH—*SOUTH PARK*
MT. PLEASANT—*PENN*
GRAFTON—*DIXIE*
LOS ANGELES—*HILLSTREET*

GLENDALE—*CAPITOL*
HOLLYWOOD—*HAWAII*
PASADENA—*UNITED ARTIST*
E. LOS ANGELES—*UNITED ARTIST*
SAN DIEGO—*SPRECKELS*
RIVERSIDE—*DE ANZA*
SAN LUIS OBISPO—*OBISPO*
PHOENIX—*PARAMOUNT*
BAKERSFIELD—*CALIFORNIA*
LAS VEGAS—*PALACE*
PHOENIX—*RIALTO AND INDIAN*
OTTAWA—*PLAZA*
LIBERAL—*PLAZA*
WICHITA—*WICHITA*
JOPLIN—*PARAMOUNT*
HAYS—*FOX*
MINNEAPOLIS—*RITZ*
SYRACUSE—*RANCHO*
IOLA—*IOLA*
EXCELSIOR SPRINGS—*BEYER*
SEDALIA—*UPTOWN*
LEXINGTON—*MAINSTREET*
DODGE CITY—*DODGE*
COFFEYVILLE—*TACKETT*
KIRKSVILLE—*PRINCESS*
SPRINGFIELD—*FOX*
RICHMOND—*FARRIS*
CROSWELL—*MAXINE*
YALE—*YALE*
MILLINGTON—*CAPITOL*
DETROIT—*BROADWAY CAPITOL*

E. TAWAS—*FAMILY*
CARO—*STRAND*
CHISANING—*TOWN*

FRANKFORT—*GARDEN*
MIO—*DAI RAY*
ALBION—*BOHN*
MARSHALL—*BOGAR*
CHELSEA—*SYLVAN*
LINCOLN—*LINCOLN*
ELKS RAPIDS—*STATE*
MACKINAW CITY—*CHIEF*
HILLSDALE—*DAWN*
BIG RAPIDS—*BIG RAPIDS*
HOLLAND—*PARK*
CADILLAC—*LYRIC*
GREENVILLE—*SILVER*
ALLEGAN—*REGENT*
GRAND HAVEN—*GRAND*
IONIA—*IONIA*
LUDINGTON—*LYRIC*
MANISTEE—*VOGUE*
MONROE—*FAMILY*
NILES—*READY*
OWOSSO—*CAPITOL*
SOUTH HAVEN—*MICHIGAN*
THREE RIVERS—*RIVIERA*
TRAVERSE CITY—*STATE*
GALESBURG—*SALE*
ALPERIA—*MALTZ*
ADRIAN—*CROSWELL*
PINCONNING—*WHYTE*
SANDUSKY—*SANILAC*
DECKERVILLE—*THUM*
ELGIN—*RIALTO*
GALESBURG—*WEST*
YOUNGSTOWN—*PALACE*

OSHKOSH—*OSHKOSH*
GREENSBURG—*STRAND*
McKEESPORT—*CAPITOL*
ELKO—*RAINBOW*
CEDAR CITY—*HYLANDER*
HAZLETON—*GRAND*
POTTSVILLE—*HOLLYWOOD*
LOS ANGELES—*NINE THEATRES*

APPLETON—*APPLETON*
RACINE—*RIALTO*
SHEBOYGAN—*REX*
SHENANDOAH—*CAPITOL*
SHAMOKIN—*CAPITOL*
LEBANON—*STATE*
WAUKESHA—*PIX*
KENOSHA—*GATEWAY*
BELOIT—*ELLIS*
LINCOLN—*STATE*
PHILADELPHIA—*STANTON*
TRENTON—*CAPITOL*
PORTLAND—*ORPHEUM*

MT. PLEASANT—*KINEMA*
PLYMOUTH—*PLYMOUTH*
SENACA—*SENACA*
MARYSVILLE—*IRIS*
CLAY CENTER—*STAR*
COUNCIL GROVE—*CHIEF*
OSAGE CITY—*HILLCREST*
BROOKFIELD—*CIVIC*
STERLING—*ROYAL*
KALKASKA—*KAL*
ALMONT—*ALMONT*
OAK HARBOR—*ROYAL*
COLORADO SPRINGS—*8th St.*
PUEBLO—*MESA*
BOULDER—*BOULDER*
FT. COLLINS—*LYRIC*
NORTH PLATTE—*FOX*
GREELEY—*CHIEF*
CANON CITY—*SKYLINE*
LOVELAND—*MOTORENA*
ROCKY FORD—*STARLITE*
CRAIG—*SUNSET*
WICHITA FALLS—*STATE*
LAS CRUCES—*FIESTA*
FORT MORGAN—*VALLEY*
BUFFALO—*LAFAYETTE*

NIAGARA FALLS—*STRAND*

BINGHAMTON—*CAPITOL*
ARDMORE—*PARK*
BOVINA—*MUSTANG*
LANCASTER—*GRANTLAND*
CLINTON—*CLINTON*
STOUGHTON—*BADGER*
LAKE MILLS—*LAKE*
EDGERTON—*RIALTO*
PARMA—*PARMA*
NYSSA—*NYSSA*
CAREY—*INDIAN TRAIL*
AFTON—*RITZ*
CANADIAN—*CANADIAN*
CORDELL—*WASHITA*
CYRIL—*GUSHER*
HARRAH—*STATE*
LONE WOLF—*WOLF*
RINGLING—*EL RANCHO*
TEMPLE—*MAJESTIC*
WALEETKA—*AVON*
MITCHELL—*NILE*
BRIDGEPORT, NEB.—*CENTRAL*
ELKINS—*ELKINS*
E. LIBERTY—*LIBERTY*
PITTSBURGH—*SOUTH HILLS*
BRADDOCK—*PARAMOUNT*
McKEESPORT—*ROXIAN*
CHARLEROI—*STATE*
GREENSBURG—*STRAND*
PUNXSUTAWNEY—*JEFFERSON*
MARION—*SUN*
E. PITTSBURGH—*RIVOLI*
N. S. PITTSBURGH—*GARDEN*
LEMOORE—*LEMOORE*
STOCKTON—*ESQUIRE*
BEAR LAKE—*CUB*
BERKELEY—*OAKS*
OAKLAND—*T & D*

MERIDIAN—*CAPITOL*
STEVENS PT.—*FOX*
JONESVILLE—*JEFFRIES*
RANDOLPH—*RANDOLPH*
GAYS MILLS—*KICKAPOO*
ANTIGO—*PALACE*
ESCANABA—*DELFT*
SAULT ST. MARIE—*SOO*
RHINELANDER—*ROMAN*
MANITOWAC—*MIKADOW*
CASSVILIE—*CASS*
KIEL—*KIEL*
SHAWANO—*SHAWANO*
BRILLION—*BRILLION*
MONROE—*GOETZ*
STAMBAUGH—*PERFECT*
STURGEON BAY—*DOOR*
ISHPEMING—*ISHPEMING*
WHITEWATER—*STRAND*
WILSON—*DERRICK*
WAUSAU—*GRAND*
SPARTA—*SPARTA*
WESTBY—*WESTBY*
ADAMS—*ADAMS*
NEW LISBON—*HOME*
FREDONIA—*FREDONIA*
NEWTON—*ROXY*
FT. SCOTT—*MO. KAN*
AUGUSTA—*AUGUSTA*
JEFFERSON CITY—*STATE*
NORTON—*SUNSET*
E. LIVERPOOL—*CERAMIC*
NAPOLEON—*STATE*
BRYAN—*BRYAN*
ALVA—*PIX*
PENTWATER—*PENTWATER*
SHELBY—*SHELBY*
ADRIAN—*SKY*
BUHL—*ROMONA*
HAILEY—*LIBERTY*
SALT LAKE CITY—*AUTORIUM*
ANTLERS—*COOPER*
CHECOTAH—*69*

COALGATE—*SKY VUE*
DAVENPORT—*GEM*
EUFAULA—*CHIEF*
FORGAN—*FORGAN*
GARBER—*GARBER*
LINDSAY—*HILLCREST*
NOWATA—*REX*
PERRY—*PERRY*
SHAMROCK—*LIBERTY*
STROUD—*COZY*
WAGONER—*CHEROKEE*
WAIONGA—*ROCK*
WOODWARD—*TERRYTIME*
FT. COBB—*RIALTO*
FRIONA—*CHIEF*
GUYMON—*AMERICAN*
LAVERNE—*LAVERNE*
MAYSVILLE—*TREND*
PRAGUE—*SAVOY*
WYNNEWOOD—*DEAL*
ROCK SPRINGS—*RIALTO*
LARAMIE—*FOX*
COLEMAN—*SANDRA*
STURGIS—*STRAND*
CASEVILIE—*BAY*
BRECKENRIDGE—*GRATIOT*
UBLY—*HURON*
SWARTZ CREEK—*CREEK*
ST. CHARLES—*ROXY*
WATSONVILLE—*CENTRE*
VALLEJO—*RITZ*
VISALIA—*VISALIA*
SALINAS—*EL REY*
SONORA—*SONORA*
FIREBAUGH—*DRIVE IN*
PETALUMA—*STATE*
ANTIOCH—*STAMM*
SAN JOSE—*STUDIO*
DALLAS—*RIALTO*
FT. WORTH—*PALACE*
EL PASO—*STATE*
WACO—*IMPERIAL*

SAN JOSE—*STUDIO*
CORSICANA—*IDEAL*
DENISON—*STATE*
DURANT—*PLAZA*
MUSKOGEE—*ROXY*
MUSKOGEE—*GRAND*
AMARILLO—*STATE*
McALESTER—*OKLAHOMA*
PARIS—*MAIN*
ABILENE—*QUEEN*
VERNON—*PIC*
EASTLAND—*MAJESTIC*
TEMPLE—*TEXAS*
MEXIA—*PARKWAY*
MILWAUKEE—*ALHAMBRA*

LAWTON—*RITZ*
OKLAHOMA CITY—*STATE*

McCOOK—*BISON*
TORRINGTON—*WYOMING*
LEAD—*HOMESTAKE*
SIDNEY—*PLAINS*
COLOMA—*LOMA*
E. JORDAN—*TEMPLE*
BRONSON—*BRONSON*
PAW PAW—*STRAND*
BANTON HARBOR—*STATE*
ST. JOSEPH—*ELECTRIC*
TOLEDO—*RIVOLI*

LITTLE ROCK—*ARKANSAS*
TULSA—*TULSA*
TULSA—*PLAZA*

FREMONT—*PARAMOUNT*
BELLEVUE—*STATE*
STERLING—*LOGAN*
PETOSKY—*HOLLYWOOD*
HESPERIA—*STAR*
SUNRAY—*BUCKAROO*
VELMA—*V. D.*
WALTERS—*OKLA.*

CHEYENNE—*PARAMOUNT*
BAY CITY—*WASHINGTON*
GRAND RAPIDS—*REGENT*

LAKE ODESSA—*LAKE*
DURAND—*DURAND*
HASTINGS—*STRAND*
FOWLERVILLE—*ORR*
REED CITY—*REED*
LESLIE—*ARCADE*
WHITEHALL—*PLAYHOUSE*
DENVER—*DENVER*

ANN ARBOR—*MICHIGAN*
BATTLE CREEK—*BIJOU*
FLINT—*PALACE*
JACKSON—*CAPITOL*
KALAMAZOO—*CAPITOL*
LANSING—*GLADMERE*
MUSKEGON—*MICHIGAN*
PORT HURON—*FAMILY*
SAGINAW—*FRANKLIN*
CHARLOTTE—*MAPLE CITY*
CLARE—*NORTHLAND*
MANISTIC—*CHIPPIWA*
REMUS—*BRYCE*
LAKE CITY—*SAUKEE*
DAVISON—*MIDWAY*
VANDERGRIFT—*MANOS*
MARLETTE—*CENTER*
SEBEWAING—*LINCOLN*
CASS CITY—*CASS*
CASPER—*REX*
ALBUQUERQUE—*STATE*

LUBBOCK—*CLIFTON*
MIDLAND—*RITZ*
BURLEY—*ORPHEUM*
EMMETT—*IDEAL*
RUPERT—*WILSON*
JEROME—*RIO REY*
EVENSTON—*STRAND*
MONTPELIER—*RICH*
SUNNYSIDE—*NU STAR*
KALISPELL—*STRAND*
SALT LAKE CITY—*LYRIC*

GARLAND—*MAIN*
TWIN FALLS—*ROXY*
IDAHO FALLS—*RIO*
PRICE—*CROWN*
ALAMEDA—*CREST*
SIDNEY—*MOTOR VU*
CALDWELL—*FOX*
GREAT FALLS—*LIBERTY*
LEWISTOWN—*JUDITH*
PROVO—*UINTA*
LOGAN—*ROXY*
WALLACE—*WILMA*
KELLOGG—*RENA*
TRINIDAD—*STRAND*
BUTTE—*RIALTO*
BILLINGS—*BABCOCK*
MISSOULA—*FOX*
OGDEN—*EGYPTIAN*
MILES CITY—*PARK*
COEUR D'ALENE—*DREAM*
BOZEMAN—*RIALTO*
TOOELE—*STRAND*
ST. GEORGE—*DIXIE*
BOISE—*RIALTO*
PAYETTE—*CHARM*
HAVRE—*ORPHEUM*
SPANISH FORK—*ARCH*
HELENA—*MARLOW*
CANTON—*PALAC*
SANTA FE—*SAN*
ALLIANCE—*M*
FOSTORIA—*F*
FINDLAY—*R*
OTTAWA—*R*
HOLLIS—*LA*
BINGHAM—
FAIRFIELD—*S*
CRESCENT CI

LONGMONT—*STARVUE*
SCOTTSBLUFF—*BLUFFS*
LIMA—*QUILNA*
MARION—*OHIO*
MANSFIELD—*MADISON*
MASSILLON—*WESLIN*
HOUSTON—*KIRBY*
SAN ANTONIO—*TEXAS*

LINDEN—*LINDEN*
DOWAGIAC—*CENTURY*
LOWELL—*STRAND*
ASHTABULA—*BULA*
RAPID CITY—*SIOUX*
YUMA—*SILVER SPUR*
CONNEAUT—*STATE*
GENEVA—*SHEA*
CORNING—*RODGERS*
MALAD—*STAR*
BRIGHAM CITY—*ROXY*
WENDELL—*ACE*
HUNTINGTON—*CASTLE*
DALHART—*EL RANCHO*
LAS VEGAS—*VEGAS*
MONTROSE—*STAR*
DURANGO—*KNOX*
BOWLING GREEN—*CLAZEL*
ADA—*McSWAIN*
ALTUS—*PLAZA*
BARTLESVILLE—*ARROW*
BLACKWELL—*RIVOLI*
BORGER—*REX*
CHANDLER—*H & S*
CHEROKEE—*RITZ*
CHICKASHA—*RIALTO*
CLAREMORE—*YALE*
CLINTON—*REDLAND*
CUSHING—*DUNKIN*
DRUMRIGHT—*TOWER*
DUNCAN—*RITZ*
ELK CITY—*WESTLAND*
EL RENO—*CENTRE*
ENID—*CHIEF*
SARANAC—*SARANAC*
FREDERICK—*RAMONT*
GEARY—*GEARY*
GUTHRIE—*MELBA*
HARTSHORNE—*OAK*
HENRYETTA—*BLAINE*
HOBART—*OKLAHOMAN*
HOLDENVILLE—*GRAND*
HOMINY—*PETTIT*
HUGO—*EIRE*
MANGUM—*TEMPLE*
MIAMI—*MIAMI*
NORMAN—*UNIVERSITY*
OKLAHOMA CITY—*JEWEL*
OKMULGEE—*ORPHEUM*
PAMPA—*LA VISTA*
PAULS VALLEY—*ROYAL*
PAWHUSKA—*KI HE KAH*
PICHER—*PLAZA*
PONCA CITY—*KAY*
PRYOR—*ALLRED*
SAPULPA—*STATE*
SAND SPRINGS—*HARMONY*
SAYRE—*STOVALL*
SEMINOLE—*SEMINOLE*
SHAWNEE—*RITZ*
[illegible]GGIE

NEW ENGLAND!
NORTHWEST
MIDWEST
WEST COAST!
SOUTH

WATCH THE SMASH OPENINGS... RADIO...TV... BALLYHOO... TOURS... THE WORKS!

LAST TOLL TV COMMENTS FILED

'No Threat' to Industry Seen By Telemeter

(*Continued from page 1*)

Corp., among others. The deadline for anwering comments is July 11.

CBS centered its attack on Zenith's contention that the public should be permitted to decide its preference after pay-TV had been authorized. The network, by pointing out instances, declared that the "free choice" would be non-existent.

Discounts Zenith Promise

CBS also refuted Zenith's argument that it could promise first run pictures, implying that the industry would abandon production for theatres. The network did predict, however, that if the petitions are dismissed, much product suitable for home showing would be released for free TV.

Zenith's comments were embodied in a 71-page statement which promised that toll TV would supplement existing advertising-type television and proposed four safeguards to insure this. The company also compared the film industry's efforts to suppress drive-ins as a new form of competition to the present situation in regard to pay-as-you-see television.

In opposition to subscription TV, the American Broadcasting Co. based its argument on the contention that pay television and free television cannot co-exist. ABC also contended that the FCC had no authority to approve toll TV which, it said, was not a broadcasting service.

'Competitive Co-existence'

Telemeter told the FCC that it may be necessary for Telemeter to assist in the supply, distribution and booking of programs in the early phases of toll TV, but that once the system has been established there would be no need for it to continue in that phase of operation. Denying assertions that pay-TV would be a disastrous threat to exhibitors, Telemeter claimed that it would result in a competitive co-existence by which the public would benefit.

Telemeter Would Aid Programming

WASHINGTON, June 9.—Telemeter may find it necessary to assist in the supply distribution and booking of programs in the initial and developmental phases of subscription TV, the Federal Communications Commission was informed today by International Telemeter Corp., a subsidiary of Paramount Pictures.

Telemeter, in its 82-page document of "comments" to the FCC on the toll TV issue, urged FCC authorization of a uniform subscription TV system along the lines developed by the "coin-box" Telemeter system.

"As part of the developmental and pioneering costs of establishing a subscription television service," the document stated, " . . . it may be necessary that Telemeter aid its local franchise dealers in obtaining at least a part of the early programming as a kind of 'pump priming' process. Once the system is firmly established there should be no need for Telemeter to continue to engage in this phase of the operation."

"One of the major sources of programs will undoubtedly be newer, quality films which it is anticipated will become available from the major motion picture producers," Telemeter stated.

Under the heading of "Effect of Pay-TV on Movie Exhibitors and Advertisers," Telemeter stated that "the opponents of pay-as-you-see TV have argued that its authorization constitutes a disastrous threat to motion picture exhibitors and to TV advertisers." On the contrary, Telemeter contended, the "likely result is a competitive co-existence in which the public will be the beneficiary."

The brief maintained that the motion picture industry met the challenge sponsored television "with imagination and ingenuity and the public benefited from the improved quality of product and the new techniques of presentation. The impact of Pay-TV will probably be met just as effectively to the great benefit of that portion of the public that wishes to go out and to receive a maximum in visual and emotion impressions."

Sees Set-Prices Lowered

In another section dealing with motion pictures, the brief stated that "possibly some films presented on Pay-TV could be shown in movie theatres as well. Given the fact that a large portion of present film revenues are obtained from a relatively few theatre showings, such showings could contribute a substantial portion of the revenues required for the producers and distributors of the picture, thus lowering the price per set that would need to be recouped from the TV presentation, and it might also contribute valuable advertising to the TV presentation," the brief stated.

The 82-page document consisted of five sections, followed by a number of appendices.

The first section dealt with the question of law and contended that the Commission has authority under the Communications Act to authorize and regulate pay-as-you-see television. It was maintained that the historical reliance by radio and television upon advertising for support was the result of "natural development of the industry" rather than the product of Congressional or regulatory measures.

Procedure Described

Announcement of the "marquee" feature of the Telemeter system was contained in the second section telling how the telemeter system works. It was explained that with Telemeter's new "marquee," the program being offered via pay-as-you-see would not appear until the required amount of money had been deposited in the Telemeter box. In its place, it was explained, a picture would appear on the screen which would give information regarding the program that was being offered for sale over that particular channel.

Other topical headings were: The Public Interest and Pay-As-You-See Television. Organization of the Telemeter System. Regulatory, Licensing and Other Problems.

Other highlights of the brief include:

¶ A statement that Paramount expects to continue to provide adequate support to the International Telemeter Corp. because of the conviction that pay TV is destined to become an important public service.

¶ A receiver to accommodate the Telemeter system would result in an added cost of around $25 to $30.

¶ A discussion of what the public is now getting under free home TV, which Telemeter argued is not free, and the possible potential programming under pay-as-you-see TV.

¶ A rejection of the proposal to limit pay TV to UHF stations or to stations in small markets.

¶ A statement that pay TV would only take up a portion of total airtime, the bulk being left for sponsored programs.

¶ The contention that the public prefers to pay for its entertainment in cash, a preference catered to by the coin box operation of Telemeter.

Points to Palm Springs

Citing Telemeter's test in Palm Springs, Calif., the brief stated that the survey made there at the time of the tests "indicates that the average subscriber to Pay TV would be willing to spend directly on TV entertainment about $.50 to $2 per week, or roughly, $75 to $100 per year.

The document was submitted by Paul A. Porter and Harry M. Plotkin, of Arnold, Fortas and Porter, attorneys for Telemeter.

ABC Says Pay TV Would Destroy Free

WASHINGTON, June 9.—American Broadcasting Company declared that pay television and free television cannot co-exist. "To permit the first inroad on frequencies and facilities devoted to free television," ABC said, "is to sow the first seed for destruction of the American way of broadcasting."

ABC also maintained that the Federal Communications Commission did not have the authority to okay subscription television, which, the comments stated, was not a broadcasting service. The commission has no "express authorization" from Congress to approve subscription television, ABC said, and "should refer the matter to Congress for an expression of legislative policy and any necessary statutory clarification."

'A New System,' Says ABC

If the Commission has the authority to take time away from free television and give it to pay television, ABC declared, "this would mean that the Commission, under the guise of rule-making, could wipe out the American system of broadcasting as we know it today, and as it was known to Congress in 1927 and 1934, and substitute a new system supported by direct charges levied on the American public. Congress did not confer and had no intention of conferring, any such authority on the administrative agency which it thus established."

ABC mentioned that other countries, with government subsidized and controlled broadcasting, are now going over to the advertising-sponsored broadcasting. "It would be anomalous indeed," ABC said, "if, at a time when other countries are adopting the American way of broadcasting, we in the United States should become the victims of an alien system which runs counter to American democratic traditions."

Brief of ABC Sees It as an 'Alien System'

ABC described what it called "the downward spiral" that would set in if subscription television were authorized. "Every hour devoted to garbled transmissions, during good viewing periods (which are equally essential to pay television) will render the problem of obtaining clearance for sponsored programs that much more difficult," it commented.

Warns of Deterioration

Pay television will "siphon off sporting events of national interest," and good programs "will gravitate to that medium with the larger check book," ABC warned, pointing out that "the program fare furnished free would deteriorate to the point that the public, at least those members able to pay the exactions imposed by the pay television entrepreneurs, would be forced to utilize their coin boxes to obtain any worthwhile programming."

CBS Hits Zenith's Public Choice Angle

WASHINGTON, June 9.—In its comments to the Federai Trade Commission in opposition to subscription television, Columbia Broadcasting System makes a particular point of attacking the proponents' argument that pay-TV should be authorized so that the public may make its choice between toll and free television. It is argued, CBS states, that this would permit free competition to operate for

(*Continued on page 7*)

'1st Run' Misnomer, CBS Tells FCC

From THE DAILY Bureau

WASHINGTON, June 9.—Quoting the president of Zenith Radio Corp. to the effect that pay television would be an economic impossibility without first-run pictures, CBS told the Federal Communications Commission today that the term "first run" is misleading. Such films would not be the pictures that are seen in theatres, but would be filmed programs, made at additional cost and with greater payment for stars, CBS said in its brief. What will result, CBS contended, is not a diversity, but a constriction, of types of entertainment.

'Public Choice' May Be Lost, CBS Warns

(Continued from page 6)

the benefit of the public, which would "take pay television if it liked it or stay with free television if it preferred to do so."

CBS contends that this argument ignores the fact that the petitioners desire to hazard, not merely their own dollars, but also the free air waves that have been dedicated to public use. Earlier in the brief, CBS pointed out that pay-broadcasting over the free air waves "effectively operates to frustrate any real possibility of free public choice." A viewer who is accustomed to relying upon a channel for free service will not have his choice of utilizing that channel for free or for pay while a pay program is on the air, the brief asserts, adding that "he will have the choice of paying or of not being able to utilize the channel."

Uses Baseball as Example

Claiming that pay-TV siphons off the very programs which have been most popular on free television, CBS charges that the viewer will have to pay to see these programs or not see them at all. He will not have his choice of seeing a baseball game free or seeing it for 50 cents, the FCC is told. He will either have to pay to see the game or to forego it entirely, it is stated.

Continuing on this subject, CBS says:

"The public could have a genuinely free choice only if both the channels which are used for free television and the programs which would otherwise be carried on those channels could be left unaffected. We have demonstrated, however, that pay television is not, and cannot be made, a purely additive service. The petitioners have suggested no method, and we know of no method, whereby pay television can be confined to the furnishings of 'extras' without reducing the use of existing channels and drawing away free programs, both those available now and those which will be available in the future if pay television is not permitted to deflect them. For this reason, the 'free choice' of which they speak is non-existent."

CBS asserts that the will of the minority would almost necessarily prevail. If five per cent or 10 per cent of the listening audience could be persuaded to pay 25 cents or 50 cents for any program, the pay television organization would have at its command revenues which far exceed those which can be produced by free television, the brief declares. Thus, it is charged, control would be placed in the hands of a small minority which could black out both channels and programs and so frustrate the majority wish.

"The argument that authorizing pay television will afford the public a free choice is therefore wholly fallacious," CBS argues. "The effect on the public of the authorization of pay television would be coercive rather than permissive."

CBS charges that more would be

(Continued in Fourth Column)

Observing Martin Quigley's Fortieth Anniversary . . .

(Continued from page 1)

were being devoted to film censors and newspaper critics of films; the Federal tax and admission price policies of the theatres were uppermost in the wartime headlines of 1917-18; expansion and organization were the news in the post-war years; exhibitor-distributor relations were tense in the mid-1920s but faded with the advent of talking pictures.

The Production Code was adopted by the old MPPDA in 1930, and the period from 1932-'36 appeared to be one of executive and corporate change of unusual importance, and of somewhat resented Federal regulation and restriction in the depression and post-depression years. The last 15 years, still fresh in the memory of most, were replete with the headlines of trust litigation, divorcement, television, technical and production innovations and the amazing development and expansion of the drive-in.

Joseph I. Breen, first Production Code Administrator and, with brief interruptions, in the post for almost 20 years, contributes the lead article to the Code Anniversary section. It is a detailed history of the document and its origins—authoritative as a man so intimately connected with it for so long a time can make it—an item of genuine worth to industry historians and everyone interested in the success story of this industry's self-regulation.

Other contributors to the Code anniversary section are the present Administrator, Geoffrey M. Shurlock, who describes its working and the operations of the PCA; Jack L. Warner, who gives his personal appraisal of the Code's significance and worth, and Adolph Zukor, who remarks upon its practical value to the industry over the years.



A highlight of the issue is Martin Quigley's appraisal of the industry's position, present and future, from his vantage point of editor and publisher of the industry's leading journal for four decades.

Excerpts from his editorial opinions published over the 40 years of his career in industry journalism comprise another center of interest in the Anniversary Issue. The reader is strongly impressed by the clarity of Martin Quigley's presentation of industry problems and attitudes and the wisdom of his editorial counsel thereon. The soundness of his analyses and advice, viewed in retrospect, and the application of much of his counsel, even to this day, is vastly intriguing.

An intimate biography of the publisher, written out of knowledge and observation gained in close association for many years, is contributed by William R. Weaver and Charles S. Aaronson, the former a QP staff member for 38 years, the latter, for 25 years.

Other significant features of an issue replete with them are the well known and universally liked Pete Smith's amusing and highly interesting recollections, entitled "Memories of a Press Agent;" a presentation by George Schutz, editor of "Better Theatres," of "Today's New Phase of Theatre History;" a compilation, with credits, of "The Best Liked Pictures from 1915 to 1955," and an account of the trials and advances of the British film industry, by Peter Burnup, London editor of Quigley Publications.

The sum of its contents leaves the reader with the warm feeling that can be given only by contact with worthwhile achievement over the many years and the encouraging promise of much more to come.

Zenith Sees Toll TV As a 'Supplement'

(Continued from First Column)

lost than merely dollars if pay television were not an ultimate success. It is claimed that free broadcasters could not bargain successfully with talent, that sponsorship would be interrupted, listener continuity would be destroyed and that road blocks would be set up which would disrupt free television.

Cites Change in Industry View

Summarizing CBS' opinions on the effect of toll TV on motion pictures, the brief says:

"Despite the prospect of pay television, however, the motion picture industry's attitude toward television has changed from antagonism to acceptance and, as more experience has been gained, to active cooperation. While at one time motion picture stars were forbidden by the producers to appear on television, the producers now actively urge their stars to appear. Television is being successfully used by motion picture producers to exploit motion pictures.

"If by promising 'first run movies' the proponents intend to imply that the motion picture industry will abandon the making of pictures for theatrical exhibition, we submit that it cannot be assumed that producers will turn their backs upon this established and profitable market. We think it far more reasonable to assume that some pictures would be made primarily for theatre exhibition and some primarily for television. Possibly some of the latter would have higher budgets, chiefly in higher payments for stars, than the pictures which are being made for television exhibition today. They would not, however, as has been pointed out, be the pictures which the public is now seeing in theatres but, rather, a special product not greatly dissimilar from the productions now made for television which are enlisting the finest writing, directorial, acting and production talent.

Sees No Films 'Denied'

"If the present petitions are dismissed, there is reason to believe that much, if not all, of the motion picture product that is suitable for home showing will be released for free television. At some point, motion picture producers diligent in the interests of their stockholders, will seek to obtain that additional and residual revenue from their product which is available from television presentation. Considering only films made primarily for theatre exhibition, pay television affords the prospect of earlier showings, not of something that the public would otherwise be denied."

Zenith Proposes 'Box Office' Shows

WASHINGTON, June 9.—Zenith's comments to the FCC promised that subscription television would operate as a supplement to existing advertising-type television, and proposed four safeguards to insure this. They were: A subscription television service should use only "box-office" programs, such as first-run class "A" pictures,

(Continued on page 8)

Compo Poll

(*Continued from page* 1)

meeting at the Hotel Astor here yesterday.

The meeting was one of a series designed to enlist press and advertising-publicity cooperation for the huge COMPO project, which is expected to attract favorite picture and player ballots by the millions.

Rhoden said he sees a two-fold accomplishment for the good of the industry emerging from the audience poll:

¶ First an opportunity for the industry to create new personalities, and,

¶ Second, a means of focusing public attention on good pictures in the theatres.

He noted that the industry is well staffed in all its branches, but that there is a serious lack of new talent for pictures despite the fact that personalities rate above everything else at most of the nation's box offices.

"The mortality rate of personalities in Hollywood exceeds the birth rate," Rhoden observed, adding that the audience awards will point up the promising new talent with the result that production will be given a gauge for ascertaining the popularity of players which it has never had before.

"If Compo's audience awards develop only five to 10 new personalities a year," Rhoden said, "the poll will be worthwhile."

The National Theatres' head said he saw no conflict between Compo's poll and the Academy Awards, and believes that it will supplement, not hurt, the latter.

"The Academy Awards have a definite box office value and no exhibitor would do anything to hurt the Awards and thereby lessen that value. Our audience awards will be for five categories only, as contrasted to the Academy's numerous honors."

The possibilities of the poll are so great, Rhoden said, that he regards its start as an historic industry occasion which, 25 years hence, may be memorialized by the industry leaders of the day, just as might be done today had the poll had its beginning 25 years ago.

Thanks the Press

The reason it wasn't started 25 years ago," he said, "may have been because we had no organization then like Compo." He complimented Robert Coyne, Compo special counsel, for his work in getting the poll off the ground, and Charles E. McCarthy, Compo information director, for his part in the development of the project. Rhoden also thanked the trade press for its cooperation to date on the audience poll.

"It is the exhibitor who can make or break the audience awards," Rhoden said, "and it is the trade press that can inform and activate the exhibitor."

Coyne and Leonard Goldenson, president of American Broadcasting-Paramount Theatres, also commended the trade press for the help given the poll to date.

Rhoden will conclude three days of meetings here today with a session with home office advertising and publicity heads, and will leave for the Coast tonight.

Zenith, NARTB at Odds

(*Continued from page* 7)

Broadway shows, concerts, sports events, operas and ballets; that the FCC should limit the number of hours which any broadcaster could devote to subscription television to 15 per cent of his annual broadcasting time, with a total of no more than three hours of subscription television in each of the four segments of the broadcast day; that the commission seriously consider banning existing television networks from distributing subscription television programs, and that the commission prohibit the use of commercials on subscription television programs.

Zenith's 71-page statement maintained the FCC has clear legal authority to approve subscription television. It quoted from Congressional debates on the Radio Act of 1927 to prove that Congress did not intend "to prohibit a charge being made to listeners by Broadcast licensees."

The programs which subscription television will bring to the public, Zenith said, "will be of the box-office type which would otherwise be unavailable to the public on a regular or unrestricted basis particularly if, as recommended herein, the commission establishes a clear and unequivocal policy that it will not condone the selection for subscription broadcast of programs which are not primarily box office in nature." Zenith said the surest way to kill subscription TV would be to try to charge for programs of the sponsored and sustaining type now shown free.

The comments declared that with the economic support of subscription television, broadcasters would be able to acquire first-run class "A" feature length motion pictures from "Hollywood producers"—pictures which have been until now "obviously beyond the reach of the advertising sponsor."

Zenith asserted that "while many motion picture producers and distributors have indicated to us that they are willing to play an important part in supplying program product to subscription television. there appears to be complete confusion among the exhibitors as to whether subscription television will help them or hurt them." Zenith argued that subscription television "offers a possibly better, cheaper and more convenient method of distributing entertainment than theatres." It quoted the Circuit Court of Appeals decision in the Milgram anti-trust case, in which the court found illegal a policy of discriminating against drive-in theatres.

"The exhibitors and distributors had no right to suppress the drive-ins as a new form of competition," Zenith asserted. "It is equally clear the exhibitors have no right to erect a fence around the motion picture industry to keep out subscription television under the policy which underlies our competitive system and anti-trust laws." Nor do the existing television networks have this right, Zenith added.

"The public clearly has the same right to the convenience and savings which subscription television offers," the FCC was told, "as they did in the case of drive-in theatres, any television service at all, improved methods of transportation or food distribution and the numerous other technological improvements which have contributed so much to the improved standards of living of the American public."

Zenith maintained subscription television would "intensify" the "current competitive situation." There is no possibility, the company said, "that any particular entity or group of entities would ever be able to monopolize or control the production and distribution of programs for subscription television. It will tend to utilize the numerous sources of production and distribution which are already established."

NARTB Attacks on Legislative Ground

WASHINGTON, June 9.—The National Association of Radio and Television Broadcasters said that FCC authorization of subscription television would be in flat contradiction of the mandate of the Communications Act to the Commission, requiring it to encourage the larger and more effective use of television in the public interest."

The history of the Act, the NARTB maintained, shows "the ever-present concern of Congress that there be no assessment laid upon the American public for its radio and television broadcast reception."

Television is one of the great media of mass communication, the NARTB said, and is therefore "heavily clothed with the greatest of public interest considerations." To supplant free television with "a system which would exist as a result of a direct financial levy upon the American people is," the NARTB went on, "completely repugnant to the historical concept of public ownership of the air waves."

Calls It 'Narrowcasting'

Subscription television is not broadcasting, the NARTB maintained, but is "narrowcasting," because it would be "a restricted, limited, confined means of conveying a signal to a vastly diminished and selected audience." Subscription television would be, in the view of the Association, "private entertainment confined to a privileged few at the over-all expense of the American public."

Authorization of pay television "would gravely impair an industry which has so long struggled to achieve its present position," the Association said. "An industry half-free and half-slave would either not long survive or would eventuate into a system where all broadcasts were directly chargeable to the consumer." Pay television, in the view of the NARTB, could make the existing television system one great "closed circuit," closed to those members of the public who cannot afford to use the television set they purchased on the implied promise that its use would be a free one."

No Du Mont Stand On Subscription TV

WASHINGTON, June 9.—Dumont Television Network took no position, but merely filed a notice of its appearance in the matter, urging the Commission to consider very carefully before reaching any conclusion on subscription television.

De-Coder

(*Continued from page* 1)

lard C. Faught, economic consultant for Zenith, who attended yesterday's press conference at the Hotel Waldorf Astoria, which was called by Jerrold Electronics.

Faught, whose presence was noticed by members of the press, was asked by a newsman if he had any comment to make after an explanation of the device was rendered by Jerrold executives. Faught responded that he would be "amazed" if, after the expenditure of millions of dollars, that Zenith was not able to protect the secrecy of its decoding device.

"Perturbed, too?" interrupted Shapp, who then went on to flatly state that Jerrold's technique within a week would unscramble the Phonevision device, if Zenith wished to put it to a test.

Will Seek Patents

Shapp, head of the firm which is said to be the largest manufacturer of electronic equipment for wired TV, went on to state that Jerrold is prepared to file for patents of an electronic "jig saw puzzle solver" that could automatically reassemble any scrambled picture, regardless of the method used in encoding.

At the same time, Shapp revealed the text of a brief filed yesterday with the Federal Communications Commission, proposing the use of wired TV rather than the airways as a method of bringing toll TV to the public. Included with this brief, he noted, is an engineering exhibit containing a description of the company's automatic descrambler.

Highpoints of the comments of Shapp and other Jerrold executives were:

¶ A contention that "bootlegging" of scrambled TV systems would be widespread.

¶ The cost of building an unscrambling device would be nominal and simple enough for any TV repairman to build.

¶ A flat statement that "it is impossible to devise any coding method to be used with the existing 36,000,000 television sets that cannot be broken with ease."

The Jerrold president, whose firm is said to have installed more than 80 per cent of the television cable systems already in use, pointed out that his stand on providing subscription TV service by wire to the public is in complete accord with the stand of the National Association of Radio and Television Broadcasters, which came out against any curtailment of free television but suggested "other means without detriment to unlimited public reception."

Shapp's views, it was pointed out in trade quarters, also parallel the sentiments expressed by the Committee Against Pay-As-You-See TV.

Parallels Committee Views

Shapp, in his brief to the Commission, urged the FCC to consider Jerrold's proposal of a series of widespread tests through utilization of the technical facilities of closed circuit community antenna systems, now in operation and serving more than a million people, as well as additional major urban cities which would be wired

Jerrold, he said, would not supply programming, but could supply the technical facilities.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 114 NEW YORK, U.S.A., MONDAY, JUNE 13, 1955 TEN CENTS

EDITORIAL

Theatre Expansion—Any Incentives?

By Sherwin Kane

THE exclusive report from Washington in MOTION PICTURE DAILY last week of Assistant U. S. Attorney-General Stanley Barnes' views on terminating existing restraints on theatre expansion by divorced circuits evoked considerable interest in exhibition circles, those unconcerned with Federal consent decrees as well as those that are.

There appeared to be no serious disagreement with Barnes' views, given to a Senate Judiciary subcommittee, that continuation of prohibitions against theatre acquisitions by circuits which have completed their decree-imposed divestiture schedules, "would mean a law preventing big corporations from competing with little ones."

•

Moreover, there was no serious disagreement with Barnes' observation that the courts still are capable of enforcing Federal antitrust laws and need no help from the provisions of 10-year-old consent decrees to maintain competitive conditions in the exhibition industry.

However, the head of one national (divorced) circuit made this observation: "Judge Barnes' views are interesting and sound. However, they may lack something in significance at this time. Just what incentive is there for the acquisition of additional theatres today? Outside of the drive-in field, which we were prevented from entering when it was new and expansion within it offered many opportunities, the trend is not expansion but contraction.

"The national circuits have disposed of many more properties—not only by decree but also by choice—than they will acquire in a good many years to come—if ever. What with the product shortage, business uncertainties and continually mounting overhead, there is virtually no incen-

(*Continued on page 2*)

First in Several Years

20th-Fox Calls Convention Of Entire Sales Personnel

For the first time in several years, a major-company will bring its entire sales personnel together for a sales convention. W. C. Gehring, executive assistant general sales manager of 20th Century-Fox, has called the sessions for next Friday and Saturday in New York. Attending will be division and assistant division managers, branch managers and salesmen from the company's 39 domestic and Canadian exchanges, including the new Houston branch, will start operating on July 1.



W. C. Gehring

The convention will develop a blueprint for the national and territorial

(*Continued on page 4*)

Sharp Rise in Production

From THE DAILY Bureau

HOLLYWOOD, June 12. — The spurt in production here during the last two weeks, plus a heavily blueprinted schedule for the immediate future, is expected to alleviate to some extent the product shortage.

Universal announced a five-year production peak with 11 pictures on the way. Columbia, with 28 pictures in its lineup, announced that it had four before the cameras and six in the pre-filming stages; in addition, 18 of the season's lineup are completed. M-G-M expects to reach a five-year

(*Continued on page 4*)

Censorship Repeal Argued in Kansas

Special to THE DAILY

TOPEKA, Kan., June 12. — The Kansas Supreme Court on Friday heard oral arguments on the so-called "movie censorship case." The major contention by counsel for the State Attorney General seemed to be that the bill, which would repeal film cen-

(*Continued on page 4*)

Proposes Separate Foreign Film Seal

The possibility of foreign films being granted a separate Code Seal from that given to American pictures was suggested here at the weekend by Jacques Flaud, director of the National Cinema Center of France. Flaud told a luncheon meeting of the Independent Motion Picture Distributors Association of America that he would discuss the proposal with Geoffrey

(*Continued on page 4*)

AD-'PUB' DIRECTORS MAP PLAN TO AID AUDIENCE AWARDS DRIVE

Trade paper advertising, press books and field exploitation men will be utilized to aid the Audience Awards campaign, it was decided here at a meeting of the advertising and publicity directors committee of the Motion Picture Association of America.

The meeting, held at the Harvard Club on Friday, was attended by Elmer Rhoden, national chairman of the campaign, who outlined the procedure and potentialities of the Council of Motion Picture Organizations project.

The advertising and publicity men decided to carry slugs in their trade paper advertising urging exhibitors to turn in their nominating ballots as soon as possible. Press book and other advertising will carry messages about the Audience Awards and field exploitation men of all the companies will be asked to help promote the project in their areas as much as possible.

Rhoden said the success of the Audience Awards campaign was the responsibility of everybody in the business. He reported on a meeting he held recently with studio publicity heads and pointed out that the choice of the best picture of the year by an estimated 60,000,000 voters will greatly increase the value of that picture on re-release engagements.

Frank H. Ricketson, Jr., of Denver, president of Fox Intermountain The-

(*Continued on page 4*)

Initial Experiment

To Test Story Properties on 'Lux Theatre'

Major Studios Cooperate In Series for Summer

A pre-production test of story properties and an avenue of development for new Hollywood talent will be offered this summer by the "Lux Video Theatre," it was disclosed here at the weekend.

Stories which will be made into motion pictures within the next year or two have been made available to the "Lux Video Theatre" by the film companies which own them, it was stated.

Cooperating in the venture, which will be inaugurated over the National Broadcasting Co., starting June 30, are Paramount, Universal, Columbia, Republic and United Artists, according to a Lever Brothers spokesman.

The series, believed the first of its

(*Continued on page 5*)

Drive-in Bid Gets 'Tramp'

Special to THE DAILY

SALT LAKE CITY, June 9.—The Oak Hills Drive-In here has been awarded "Lady and the Tramp," thus becoming the first outdoor theatre in the area to successfully bid on a major product for first run. There still is a possibility that the picture will be awarded to one or more of the downtown theatres to play simultaneously

(*Continued on page 5*)

RKO Pictures Net Stems from Interest

The operations of RKO Pictures Corp. for the three months ended March 31 resulted in a net profit of $47,737. Since March 31, 1954, when the corporation sold, with the approval of stockholders, all its assets, its holdings have consisted solely of cash, substantially all of which is on time deposits with banks. The net profit represents the interest income on such time deposits less corporate expenses.

Personal Mention

JACK COHN, Columbia Pictures executive vice-president, left New York at the weekend for Venice to attend a convention of Columbia International.

•

SPYROS P. SKOURAS, 20th Century-Fox president, is expected back in New York from the Coast today.

•

ELMER RHODEN, National Theatres president, left here for the Coast at the weekend.

•

HAROLD J. MIRISCH and ALFRED CROWN, Allied Artists vice-presidents, who returned to New York from London last week, left here over the weekend for Hollywood.

•

JULES A. BIRNBAUM, son of BERNARD BIRNBAUM, Columbia Pictures assistant secretary, was married here yesterday to ELAINE ISAACS.

•

JOHN DACEY, salesman at the RKO Radio exchange here, and MRS. DACEY have celebrated their 50th wedding anniversary.

•

SAM ROSEN, Stanley Warner executive vice-president, and MRS. ROSEN will leave here on Wednesday for Paris.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, is in Detroit from New York.

•

ALBERT GORSON, industry publicist, is the father of a daughter born last week to MRS. GORSON at Doctors Hospital.

•

CAROLYN RIETHOF, vice-president of American Dubbing Co., has arrived in Rome from New York.

•

NORTON V. RITCHIE, HERMAN RIFKIN and ARTHUR C. BROMBERG, Allied Artists officials, left Hollywood at the weekend for the East.

•

MILTON R. RACKMIL, president of Universal Pictures, left New York over the weekend for the Coast.

•

LEON NETTER, consultant to Florida State Theatres, returned to Jacksonville at the weekend from New York.

•

ARTHUR HORNBLOW, JR., left Hollywood by plane on Friday en route to Europe.

•

LEWIS BARNETT of Barnett International Forwarders, has returned to Los Angeles from Europe.

•

HAROLD HECHT, producer, left here over the weekend for Paris.

Owns VV Camera

Torben Johnke, New York cinematographer, holds the only independently owned VistaVision camera. It will be available to producers in this country and abroad. Johnke is scheduled to leave here shortly for Europe on assignments for American and European producers.

Editorial

(Continued from page 1)

tive whatever to expand today," he concluded.

• •

AT its recent spring meeting the board of directors of Allied States devoted time to viewing with alarm the Loew's applications (two, in a matter of months) to the Federal court for authorization to acquire drive-ins. The board resolved that independent exhibitors should be given notice of such applications in the future, together with the right to appear and be heard by the court.

Judge Barnes' comments appear to have especial pertinency in that regard. In fact, they might even be considered the Justice Department's reply.

Press Has 3 Days Of Jerry Lewis Fun

Special to THE DAILY

LOCH SHELDRAKE, N. Y., June 12.—The press preview celebration of Paramount's Martin and Lewis comedy "You're Never Too Young" ended here today after three days of hectic festivities.

Madcap antics marked the celebration from the time the 116 newspapermen, magazine writers, radio-television-music personalities arrived from New York, Hollywood and Chicago Friday evening until they left tonight, laden with gifts and trophies as guests of Brown's Hotel, Paramount Pictures and the stars of "You're Never Too Young," a VistaVision comedy.

The three days were highlighted by Jerry Lewis' entertainment. It was at Brown's that Lewis got his start as a professional entertainer after starting there as a bus boy. Lewis recreated some of the routines he originated at Brown's.

On Many Radio Shows

His activities also included broadcasts and tape recordings for a number of the top network and radio-TV programs including the new NBC show, "Monitor," which also was televised with a special film clip of Lewis in action; the Fred Robbins CBS show; Ed Stokes' WMGM program; Phil Goulding's show also via WMGM; Phil Tomkins' WOR program; Red Benson's ABC show; the Tex and Jinx NBC show, and the Lanny Ross program over CBS.

In addition there were interviews and feature coverage by the New York and Los Angeles newspapers, wire services, magazines and trade papers and extensive press photographer as well as newsreel camera coverage.

Charles and Lillian Brown, owners of Brown's, held cocktail parties and receptions for the press. There also was the dedication of the Martin and Lewis Playhouse in recognition of the stars' spectacular achievements in all branches of the entertainment field.

Plan Circarama For Disney Park

Circarama, consisting of a continuous image focused on a 360 degree screen, will be introduced at Disneyland Park on July 17 by American Motors Corp., according to George Romey, president.

Circarama consists of a synchronized battery of Eastman 16mm. projectors which simultaneously focus color films on 11 individual screens arranged in a complete circle, it was stated. The new screen technique is planned as a free attraction in American Motors' exhibit of Walt Disney's amusement park.

Preliminary French Talks on Tomorrow

From THE DAILY Bureau

WASHINGTON, June 12.—Preliminary conversation on a new French film agreement will probably take place here on Tuesday with the arrival from the West Coast of Jacques Flaud, director of the French National Film Center.

Flaud is expected to spend the day talking with Motion Picture Association president Eric Johnston and other MPAA officials, and possibly, also, with State Department and other government officials. Full scale discussions on a new film agreement are expected to start in Paris at the end of June. The present agreement expires on June 30.

Tuesday evening Johnston will be the host at a dinner in Flaud's honor, to be attended by government, industry, diplomatic and society leaders. Flaud is currently in Hollywood with Marc Spiegel, MPAA Paris manager.

Start Adelman Trust Suit Trial in Houston

Special to THE DAILY

HOUSTON, June 12.—The trial of I. B. Adelman's anti-trust suit against six major companies and the Interstate circuit has started here in Federal Court and is expected to extend for possibly six weeks.

Adelman, who operates the Delman Theatre here, charges inability to negotiate for top first run product. Distributor defendants are Paramount, Loew's, RKO Radio, Universal, Columbia and Warner Brothers.

Academy Governors Elect Seaton Head

HOLLYWOOD, June 12.—George Seaton has been elected president of the Academy of Motion Picture Arts and Sciences, succeeding Charles Brackett. The board of governors also elected Samuel G. Engel first vice-president, Fred L. Metzler second vice-president, Edward P. Powell secretary, Hal Elias assistant secretary, John O. Aalberg treasurer, Jacob H. Karp assistant treasurer and Mrs. Margaret Herrick executive secretary.

State Dept. Says Japan Grants New Film Tariff Rates

From THE DAILY Bureau

WASHINGTON, June 12.—The State Department said it had obtained concessions in the Japanese tariffs on U. S. motion picture film and equipment, in a new trade agreement just negotiated with Japan. The concessions go into effect Sept. 10.

The Japanese rate of duty on U. S. exposed 35 mm. motion picture film, both color and black and white, has been 30 per cent ad valorem, the State Department said. This rate was applied on the replacement cost of the film, which is the invoice price plus freight and insurance charges. This method, State added, "resulted in a duty considerably below the specific duty imposed by numerous other countries but created problems for the film companies in computing the replacement value.

Under the new agreement, State continued, the duty is changed from an ad valorem duty to a specific duty of 30 yen per meter or fraction thereof, or slightly over 2.7 cents per lineal foot. The Department admitted the ad valorem equivalent of the new rate represents an increase over the former ad valorem rate on replacement value but said "the change to a specific duty represents an offsetting advantage in that the difficulty of determining accurate dutiable values is obviated."

Replacement Value $798,000

The total replacement value of Japanese imports of U. S. 35 mm. black and white and color film in 1953 was put at $798,000.

The new agreement also reduces by one-third, from 30 per cent to 20 per cent, the Japanese rate of duty on 35 mm. cameras, the Department reported. It also claimed credit for getting Japan to "bind" certain other duties on film and equipment; these included the 30 per cent levy on unexposed 35 mm. black and white motion picture film, the 20 per cent duty on motion picture projectors of 16 mm. or less in width, and the 10 per cent rate for unexposed X-ray film. "Binding" means the rates cannot be changed by the Japanese government without U. S. okay. Value of imports of all these items in 1953 was put at $391,000.

The concessions granted to the U. S. by Japan must also be given by Japan to other countries signing the general agreement on trade and tariffs.



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People

Jacques Flaud, director general of Centre De La Cinematographie, France, will be guest of honor today at a luncheon given at the M-G-M studios in Hollywood by the Association of Motion Picture Producers.

¤

Walter Wanger will deliver the keynote address next Sunday of the national correction conference of the National Probation and Parole Association, to be held in St. Paul, Minn.

¤

Henry C. Bonfig, president of CBS-Columbia, was elected a vice-president and director of Columbia Broadcasting System, Inc., at the board of directors' meeting held here. Bonfig was appointed president of CBS-Columbia, the television and radio set manufacturing division of CBS, on May 18.

¤

Thomas J. Ross, Jr., and **Gail M. Raphael** have joined Lennen & Newell, Inc., advertising agency. Ross is a vice-president and account executive and Raphael a vice-president and copy group head.

¤

Arthur W. Anderson, North-Central district manager for Warner Brothers, was awarded $12,000 in an out-of-court settlement of a suit brought for injuries sustained in a hunting accident.

¤

Charles Aaron, formerly manager of the Victory Theatre, New London, Conn., has joined Community Amusement Corp. as manager of the Star in Hartford.

¤

Ray McNamara, manager of the Allyn Theatre in Hartford, has been named chairman of the theatre division of the Metropolitan Hartford Cerebral Palsy Association campaign.

Propose U. S. Sale Of General Aniline

WASHINGTON, June 12.—A Senate judiciary subcommittee will shortly hold hearings on legislation which would permit the government to sell General Aniline and Film Co. to American citizens.

The bill is sponsored by the State Department. Subcommittee chairman Johnston (D., S. C.) said he would "expedite" action on the measure, but it's still unlikely that it will clear both House and Senate this session.

The bill would authorize the President, if he feels the national interest required it, to sell General Aniline to U. S. citizens either on a high-bid or negotiated basis. Money received by the sale would be put in a special fund until the original ownership of the company is settled. Sale of the company has been blocked for many years while court litigation seeks to determine the original foreign ownership of the firm.

Congressman Lauds Industry

Says Foreign Production Creates Good Will for U. S.

From THE DAILY Bureau

WASHINGTON, June 12.—Rep. McDonough (R., Calif.) said the motion picture industry is creating good will for the United States throughout the world by making films in foreign countries.

In a speech inserted in the "Congressional Record," he declared that by the end of 1955, some 40 feature films will have been made by American companies on foreign soil. "If past experience is a criterion," he stated, "the people who participate in these productions may be numbered among America's best missionaries of good will."

McDonough said the good will created by American film-making overseas supplements the service the industry performs for the U.S. government by having its films "carry the message of our American way of life to every corner of the globe."

Praises Robson, Huston

The Californian specifically applauded Mark Robson and John Huston for their overseas film-making. He pointed out that Robson had made 'Return to Paradise" in Samoa three years ago, much of "The Bridges at Toko-Ri" in Japan last year, and later in the year completed a film in England and Germany. He said Huston had been active in promoting good will in the Azores, during the filming of "Moby Dick," and more recently in India.

Jerrold's De-Coder Details Given FCC

WASHINGTON, June 12.—Jerrold Electronics Corp., in a statement on Friday, gave to the Federal Communications Commission details regarding its "de-coder" which, the company said, could unscramble subscription television images, thus making the pay-to-see method of TV unfeasible.

Its device, said Jerrold, could be sold at a nominal cost and could "bootleg" any toll-TV signal, except for a system transmitted by wire.

4-Theatre K.C. Debut For 'Major Benson'

Universal-International's "The Private War of Major Benson" will have its world premiere in four Kansas City theatres on Thursday, it was disclosed at the weekend by Charles J. Feldman, vice-president and sales manager of Universal Pictures.

The Kansas City houses which will show the comedy simultaneously are the Uptown, Fairway, Tower and Granada theatres, showings which will launch an extensive series of openings in the state.

'Mask' Here Wednesday

"The Purple Mask," Universal-International CinemaScope feature starring Tony Curtis and Colleen Miller, will have its New York premiere at the Mayfair Theatre on Wednesday.

'Devil' to Mayfair

"Devil Take Us," RKO's two-reel drama on traffic safety, will have its New York premiere at Brandt's Mayfair Theatre on Wednesday.

Deason Named Ass't To Jackson in Dallas

A. D. Deason, assistant city manager for Texas Interstate in Houston, has been named assistant to Joe S. Jackson, newly appointed head of Interstate's film booking department in Dallas. In error, Motion Picture Daily reported on June 2 that Deason had been named head booker for the circuit. Jackson replaces Ray Jones, who has formed TV-Southern Buying Service.

Radio-TV Set Sales Above 1954 Level

WASHINGTON June 12. — Retail sales of radios and television receivers during the first four months of this year were considerably above the level of the same 1954 period, the Radio-Electronics-Television Manufacturers Association reported today. Although sales declined seasonally in April from March, more TV sets were sold in April this year than in the same 1954 month.

Television set sales in April, a four-week reporting period, were 411,748 compared with 669,794 TV receivers sold in five-week March, according to RETMA. In April, 1954, 371,720 sets moved through retail outlets.

During the first four months of this year, 2,355,740 television sets were sold at retail compared with 2,145,147 sets sold in the comparable 1954 period.

Retail sales of radios, excluding automobile receivers, totaled 367,841 in April, RETMA reported, compared with a revised estimate of 448,488 sets sold in March. For April a year earlier, it had been reported that 427,911 radios were sold at retail.

Cumulative radio sales for the first four months of this year were reported by RETMA to have been 1,609,182 compared with 1,487,247 sets sold in the like 1954 period.

Grainger to N.Y. For 4 Screenings

J. R. Grainger, president of RKO, will arrive in New York today for home office conferences which will include the screening for the sales force of scenes from four of the company's recently-completed pictures which will be released within the next 60 days.

The films to be shown are: "The Treasure of Pancho Villa" and "Tennessee's Partner," both in Superscope with color in Technicolor; "Bengazi," in Superscope, and "The Boy and the Bull," a CinemaScope feature with color in Technicolor.

Price Discrimination Will Be Argued in Hillside Case Today

The application of the Robinson-Patman Act to motion picture licensing will be an important part of the appeal arguments by the Hillside Amusement Corp. before the U.S. Court of Appeals here today. The Hillside company, which operates the Mayfair Theatre, Hillside, N. J., is appealing from a lower court dismissal of its suit against the major companies. The plaintiff had charged that higher rental terms were asked for pictures at the Mayfair than those paid by competitive circuit theatres.

Attorney John Harlan Amen will argue for the plaintiff and Louis Nizer will represent the defendants. Arthur Fink is associate counsel for Hillside.

The Robinson-Patman Act prohibits price discrimination on commodities. The Hillside action is the first to seek the Act's application to motion pictures.

Stevens Golf Champ Of Albany Tent

ALBANY, June 12. — The 1955 Albany Variety Club golf champion is Charles P. Stevens, a new lay member. He won the 14th annual tournament at Shaker Ridge Country Club with a gross score of 82. Ralph Ripps, Metro salesman and champion two years ago, finished second, with 84; Irwin Ullman, supervisor of Fabian area drive-ins and last year's victor, third, with 85.

Ullman made the longest drive, 270 yards, while Gordon Bugie, Paramount salesman, came closest to the pin. Norman Weitman, Universal manager, received a consolation prize for the highest total.

Hawkins to Tour U.S. For 'Pharaohs' Bows

Actor Jack Hawkins, Number One box office star in Great Britain, will make a personal appearance tour of the United States in connection with openings of "Land of the Pharaohs," it was announced by Warner Brothers.

The picture will have its premiere this month in New York and Hollywood and Hawkins is shuffling his commitments to make the tour.



COMPARE THE FARE AND YOU'LL GO BY AIR

Fox Meeting

(Continued from page 1)

handling of releases through the end of the year, of which 12 are in CinemaScope and color, including the first featurette in the new entertainment medium, and the last of the Panoramic Productions being released by the company. The convention will be held at the home office Little Theatre.

The agenda for the major sales conclave was arrived at in conferences held at the company's Hollywood studios this past week between president Spyros P. Skouras, production head Darryl F. Zanuck, director of distribution Al Lichtman and Gehring.

A portion of the meeting will be devoted to a presentation by vice-president Charles Einfeld, assisted by members of his advertising, publicity and exploitation departments, of plans to pre-sell each of the 13 pictures to the widest possible audiences.

Overseas Officials to Attend

Representatives of Murray Silverstone's international corporation also will be present at the sales conclave.

CinemaScope productions to be discussed at the conference are "The Seven Year Itch," "House of Bamboo," "How To Be Very, Very Popular" and "The Living Swamp," the first CinemaScope featurette.

Also "The Virgin Queen," "The Left Hand of God," "Love Is a Many Splendored Thing," "The Tall Men," "Seven Cities of Gold," "The View From Pompey's Head," "The Girl In The Red Velvet Swing" and "Good Morning, Miss Dove."

Kansas Censor Bill

(Continued from page 1)

sorship, contained more than one subject in violation of the state constitution.

Attorney for the secretary of state argued that the bill contained a single subject, "censorship repeal," and that a section relating to motor vehicle registration was surplusage, since action had previously been taken on the same subject.

An overflow crowd of spectators filled the gallery. Many had been waiting all morning for the case to come up on the docket. A few indicated they expected to be called as witnesses, something not normal to court procedure in such hearings. None was called to the stand, and the only interests represented by counsel were the two state officers.

It was noted during the hearing that both the original bill and the amended bill containing the censorship repealer were passed to the Senate and House by judiciary committees.

A decision in the case will probably be handed down either July 2 or July 9, according to the clerk of the court.

Foreign Film Seal

(Continued from page 1)

Shurlock, code administrator, during his Coast visit.

The French Cinema Center, proposed for New York, Flaud said, may lend assistance in combatting censorship. He indicated that agency head would be a Frenchman.

Flaud told the IMPDA that he hoped that it might be possible for representatives of France, England, Italy, Germany and Spain to work together to lessen restrictions on foreign films in this country.

Asides & Interludes

—by Al Steen

THE architect, who had been commissioned to prepare the blueprints for a new drive-in, was showing the plans to his client. With pencil in hand he was explaining the fine points of the ultra-ultra outdoor theatre.

"Here," said the architect, "just to the left of the entrance is the playground, with swings, slides, merry-go-round and marble court. To the right is the swimming pool and shooting gallery and back of them is the track for greyhound racing. Over here is the square-dance pavilion and over there are the rows of second-hand upholstered seats on which teen-agers can practice with their new bowie knives.

"Now, over at this corner is the tea garden; just to the left is the horse shoe court, flanked by the barbecue ovens. To the right will be the supermarket. The zoo, the bowling alleys and the flea circus will be over here. The wrestling match arena will be to the left. Now, over there will——."

"Wait a minute," interrupted the exhibitor, "haven't you forgotten something?"

"Oh no," replied the architect, "there is still plenty of room for the miniature golf course and the Turkish baths."

"I mean the parking tiers for the cars, the screen and the projection booth," whimpered the exhibitor.

"My gosh," groaned the architect, "I never thought of that."

•

For no reason at all, that reminds us of a conversation we overheard on Film Row the other day between a film salesman and an exhibitor.

"How did your patrons like that picture I sold you?" asked the huckster.

"They ate it up," replied the exhibitor.

The salesman beamed. "With relish, eh?"

"No," said the un-beaming exhibitor, "with cranberry sauce. They know a turkey when they see one."

•

Subscription television sometimes is referred to as slot machine TV. Having an inventive mind, it gave us an idea and we decided to do something about it. Inasmuch as most pictures on TV were made back in the days when exhibitors relied on premiums to draw patrons, our machine goes along with the era. You drop in a coin, pull the handle and if you hit the jackpot, the screen yawns and a set of dishes tumbles into your living room.

•

Well, that ought to revive such old classics as those that were popular wheezes back in the good old days of fashionable depression:

Premium salesman: "If you want to build up patronage, why don't you start a China Night?"

Exhibitor: "I would, but we don't have enough Chinamen in the neighborhood to make it pay."

OR

Exhibitor: "I got a great idea. To any patron who buys a set of dishes, we'll give the theatre."

OR

There was the exhibitor who contracted for a dish deal and has been in his cups ever since.

•

Of course, a lot of newcomers in the business don't remember when it was a case of no tickee no dishee. You had to have Dish Night or Bank Night or Screeno. If you didn't, your banker thought you weren't on the level if you paid your note on time. It has been reported—but unconfirmed—that one bank got its loan back by getting under-the-counter Screeno cards.

•

Then somebody discovered popcorn.

$3,000,000 Anti-Trust Suit Filed in Boston

BOSTON, June 12.—An anti-trust case claiming $3,000,000 in trebled damages has been filed in the U. S. District Court by Charles Morse and Stanley Rothenberg of Marlboro Amusement Enterprises, Inc., operators of the Adams Theatre, Adams, Mass.

The suit was directed against Western Massachusetts Theatre, Inc., Theatre Management Corp. and Samuel Goldstein, operators of the Paramount Theatre, North Adams; and Paramount, Loew's, Inc., T C F Film Corp., 20th-Fox, Warner Brothers, RKO Radio, United Artists, Universal, Columbia, Republic and Allied Artists.

The complaint charges conspiracy, monopoly and restraint of trade, improper runs and clearances practiced from 1938 to the present time. The suit was filed from the offices of George S. Ryan and W. Bradley Ryan.

Trans-Texas Control Passes to Novy

DALLAS, June 12. — Louis Novy, president of Trans-Texas Theatres, on Friday announced the purchase of the stock interest of vice-president William O'Donnell and assistant secretary Torrence Hudgins.

Effective June 11 Novy will assume complete and active control of the company and will retain the present general offices. O'Donnell and Hudgins will announce future plans at a later date.

Audience Poll

(Continued from page 1)

atres, told how an audience election similar to the Audience Awards was conducted in his theatres. Robert W. Coyne, COMPO special counsel also spoke, explaining the details of the nominating and election processes to be followed in the campaign.

Others at the luncheon were Gil Golden of Warner Brothers, committee chairman, who presided; R. P. Braus, president of Fox Midwest Theatres; Harry Goldstein of Allied Artists; Abe Montague of Columbia Pictures; Oscar Doob, Emery Austin and Dan Terrell of M-G-M; Sid Blumenstock of Paramount; Steve Edwards of Republic; Ben Grimm and Al Stern of RKO Radio Pictures; Rodney Bush, Abe Goodman and Ed Solomon of 20th Century-Fox; Francis Winikus of United Artists; Jeff Livingston of Universal; Charles Steinberg of Warner Brothers; Taylor Mills of MPAA and Charles E. McCarthy of COMPO.

Production Spurt

(Continued from page 1)

activity mark in July. The studio has six pictures going on its stages and seven more productions are ready to start.

An indication of the stepped-up pace was noted last week when 15 new pictures started at the various studios, five were completed and a total of 37 before the cameras, a near-record in recent years.

Started were: "Son Of Slade," (Allied Artists); "1984," Holiday Prods. (Columbia); "Tribute to a Bad Man." CinemaScope, color (Metro-Goldwyn-Mayer); "Too Late, My Love", VistaVision (Paramount); "Texas Lady," Holt-Rosen Prods., Superscope, Technicolor (RKO Radio); "Come Next Spring," Trucolor (Republic); "The Girl in the Red Velvet Swing," CinemaScope, color, and "The View From Pompey's Head," CinemaScope, color (20th Century Fox); "News Is Made at Night," Friedlob Prod., and "A Kiss Before Dying," Crown Prods., CinemaScope, Eastman Color (United Artists); "World in My Corner," "Tarantula," "The Girl in the Cage" and "Backlash," Technicolor (Universal-International); "Sincerely Yours," WarnerColor (Warner Bros.).

Completed were: "Gun Point," CinemaScope, Technicolor (Allied Artists); "Wetbacks," Pacific Coast Pics., Eastman Color (Independent); "Forbidden Planet," CinemaScope, color (Metro-Goldwyn-Mayer); "The Vanishing American," (Republic); "Rebel Without a Cause," CinemaScope, WarnerColor (Warner Bros.).

Pre-release Runs Set for 'Shrike'

"The Shrike," Universal-International's production based on the Pulitzer Prize play by Joseph Kramm, has been set for a series of key city pre-release dates during July and August, starting with a world premiere at the Victoria Theatre in New York in early July. The picture has already been booked for summer runs by the Astor Theatre in Boston, Midtown in Philadelphia, the Joy in New Orleans, Woods in Chicago, Madison in Detroit, Trans-Lux in Washington and the Paramount in Denver.

'Lux' Theatre

(Continued from page 1)

kind for the TV and motion picture industries, answers the recommendations of such industry leaders as Leonard Goldenson, president of American Broadcasting - Paramount Theatres, who advocated that television be utilized to develop film personalities and scripts.

Those film companies cooperating, according to a Lever spokesman, are the same as those which allowed their finished productions to be adapted for the Lux TV show during the past season. The film companies were said to be making the widest possible selection of story material accessible for the summer television previews. A Lever Brothers spokesman said the material includes some best selling novels as well as a number of Broadway stage shows.

The full-hour video dramas will continue through Sept. 15 after which, the regular winter format of the program will be resumed, it was stated. The show originates live from the NBC-TV studio on the Coast.

Drive-in Bid

(Continued from page 1)

with the Oak Hills, which stipulated that this could be done.

This action adds to the competitive situation in Salt Lake, which already has five first-run situations, including 10 theatres. The Oak Hills is owned by Joseph Lawrence Theatres, which has two downtown houses and three suburban theatres. It was indicated these may bid separately on "Lady and the Tramp."

Other drive-ins are understood to be following suit for first-run product.

Set Premiere Plans For 'Summertime'

The American National Theatre and Academy's premiere committee for the Astor Theatre opening of "Summertime" on June 21 will meet today in the Ambassador Hotel to hear a report from Robert W. Dowling, chairman of the board of ANTA, on the fund-raising status of the "Salute to France" program which will receive the proceeds from the premiere of the United Artists motion picture.

Rossano Brazzi, who stars opposite Katharine Hepburn in "Summertime," will be guest of honor at the meeting, over which Mrs. William C. T. Gaynor, chairman of the premiere committee, will preside. Among the civic and social leaders and stage and screen personalities who will be present at the committee meeting are Mrs. Nicholas M. Schenck, Mrs. Bernard F. Gimbel, Mr. and Mrs. Sherman Ewing, Max Gordon, Paula Stone and Hope Hampton.

The premiere of "Summertime," United Artists' widely-heralded Technicolor film romance, will be open to the public and tickets will go on sale soon.

'Tramp' Bow in Chicago

Walt Disney's "Lady and the Tramp," first feature-length cartoon in CinemaScope with color in Technicolor, will have its world premiere in Chicago on Thursday, it was disclosed here late last week by Leo F. Samuels, president of Buena Vista, distributor.

The picture will open at the Roxy Theatre here one week later, on June 23.

Reviews

"We're No Angels"

(Paramount)

(VistaVision)

SKULLDUGGERY, theft and murder are given the light treatment in this unusual film, replete with box-office and marquee names such as Humphrey Bogart, Aldo Ray, Joan Bennett and Basil Rathbone. Dressed up in color by Technicolor, and photographed in the VistaVision process, the film, in its off-beat, breezy style, offers many chuckling moments.

Three seemingly hardboiled, yet lovable, criminals are the principals—Bogart, Ray and Peter Ustinov. Serving as stimulants to the "gruesome threesome's" good nature and repressed sentimentality are Miss Bennett, Leo G. Carroll and Gloria Talbott, each portraying members of one family, a family trying to make a go of a retail establishment on Devil's Island.

The trio, intent upon escaping their island imprisonment, as luck would have it, get involved in the family's troubles. And instead of robbing the retail establishment, Bogart, Ray and Ustinov conspire to marry off the pretty daughter, Miss Talbott, and kill off, by a neat set of circumstances involving a poisonous snake, the ruthless Rathbone and his greedy heir, John Baer.

On the whole, it is an imaginative fantasy, upsetting the natural order of things, jolting pat concepts about flim-flammers, wife-killers and such. And the vein of feeling is humorous and sentimental. However, the screenplay by Ranald MacDougall appears to bog down at times, slowing down to an overly-relaxed pace, and at times not catching completely the light-champagne imaginative quality required of the fantasy.

Top performances are turned in by the cast, with stand-out acting jobs rendered by Ustinov and Carroll, the latter portraying a harried father, preyed upon by Rathbone, his so-called "benefactor." Bogart remains his competent, natural self in this role, while Ray should win himself some new fans and Miss Talbott should gain recognition for her beauty, charm and ability.

Others in the cast include Lea Penman, John Smith, Louis Mercier and George Dee.

Pat Duggan produced and Michael Curtis directed. The screenplay was based on a play by Albert Husson.

Running time, 103 minutes. General audience classification. For August release.

MURRAY HOROWITZ

"Don Juan's Night of Love"

(Republic)

AUGMENTED by English dialogue and released on this side by Republic, this is an Italian import dealing with the days of Madame Pompadour. It is a somewhat unimaginative production which stresses the adventures of a gay rogue winning the hearts of the people and a couple of ladies along the way.

For some inexplicable reason, it's called "Don Juan's Night of Love," and as this one enchanted evening is never present, the title is more titillating than true.

Raf Vallone, a good actor, plays the hero, a sort of Robin Hood who leads some smugglers in their attempt to outwit the wicked king's forces. He wins the trust of a neighboring prince, an enemy of the king, whose house is used as headquarters.

Madame Pompadour enters the scene when intrigued by Vallone's exploits. He imitates the Superintendent of Customs, the butt of many of his escapades, and when Madame discovers it, her pride seeks revenge on the scoundrel. But even the gallows doesn't stop Vallone as he dashes away to further adventures. The ending finds him in the arms of his true love, the owner of an inn, and with the blessings of Pompadour herself.

Unfortunately, all this is played straight as if it were being done for the first time. Neither Vallone nor Silvana Pampanini, his lady love, nor their American voices can do much with these antiquated situations. However, the action is frequent and the people are handsome and this should be enough for some audiences.

The picture was produced by Niccolo Theodoli and directed by Mario Soldati and four writers did the screenplay, Soldati, Vittorio Nino Novarese, Giorgio Bassani and Augusto Frassineti. The dubbing, incidentally, is fairly good.

Running time, 71 minutes. General classification. Released May 26.

'Disneyland' Debut Slated for July 17

The official opening of "Disneyland," 160-acre park in Anaheim, Cal., will be telecast nationally over the video facilities of the American Broadcasting Co. on Sunday, July 17, from 7:30 to 9:00 P. M., EDT. The public opening of the park will take place the next day.

Walt Disney, originator of the playground, will serve as host and guide on the special telecast. Associated with Walt Disney Productions in "Disneyland" are ABC and the Western Printing and Lithograph Co., of Racine, Wisc.

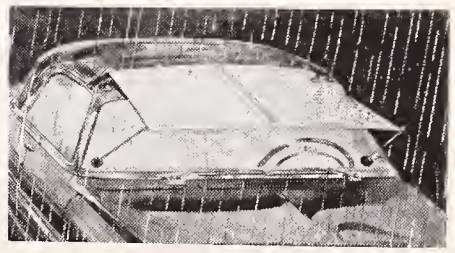
New 2-Year Pact for Newsreel Writers

A new pact covering newsreel writers has been concluded between the news writers segment of H-63, Home Office Employes, and the four newsreel companies. The new pact covers improved severance pay, a base scale of $140 a week and a $12.50 increase across the board. The agreement runs for two years starting on July 1.

The contract was negotiated by Harold Shadwick, business representative for the news writers, and Russell Moss of H-63 with Paramount News, Metrotone News, Movietone and Warner Pathe News.

In the THEATRE Equipment *& Refreshment* World . . . *with RAY GALLO*

"MITCHEL-LITE" is the name of a new projection screen made of glass cloth vinyl-coated on both sides by H. R. Mitchell & Company, Hartselle, Ala. The new screen is said to be both flame-proof and washable (with soap and water). The Mitchell company also manufactures the "Bowline" screen frame in addition to draperies, contour curtains, screen curtains, tracks and motor controls.



To boost attendance at drive-in theatres during rainy weather the Sightmaster Corporation, New Rochelle, N. Y., has developed a special plastic visor to protect auto windshields. The visor (see photo) is 48 inches long and 18 inches wide. Two elastic straps with clamps on the end of them are designed to make it adjustable for attachment to the rain-gutter of any car. Suction cup attachments fit to the base of the windshield.

•

"Excelite 135" projection arc lamps, distributed by National Theatre Supply, are now available with a water-cooled carbon contact assembly as an optional device. Other new features of this lamp include an 18-inch reflector, improved positive carbon contact, a removable holder for the heat filter and a ventilated reflector frame.

•

Walter Futter has placed into production a new 16mm anamorphic lens with delivery slated for early in July. It will have the same features as the company's 35mm "Vidoscope" anamorphic lens. Equipped with screw mountings, it attaches without brackets to 16mm professional or amateur projector mechanisms, including the Victor, Ampro, RCA, Natco, Formay, Bell & Howell, Keystone and others.

•

The Strong Electric Corporation, Toledo, Ohio, has sent us new literature describing its line of selenium rectifiers for use with high intensity projection arc lamps. The equipment includes a full range of sizes designed to handle from 50 to 180-ampere single or three-phase supply.

•

A Canadian branch office has been opened in Toronto, Ontario, by Jack A. Frost, Chicago, supplier of lighting equipment for motion picture and television production and special theatre displays. Jim Fuller has been appointed to manage the office, which is at 425 Burnamthorpe Road.

REMEMBER **"GENTLEMEN PREFER BLONDES"**? WANT ANOTHER ONE LIKE **"HOW TO MARRY A MILLIONAIRE"**? WASN'T IT GREAT WITH **"THERE'S NO BUSINESS LIKE SHOW BUSINESS"**?

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77, NO. 115 NEW YORK, U.S.A., TUESDAY, JUNE 14, 1955 TEN CENTS

Paramount Pledges Exhibitors 'Friendly' Study of Problems

In AB-PT Houses

Earlier Start of Hot-Weather 'Boom' Noted

Goldenson Says Weekend Was 22% Ahead of '54

By AL STEEN

Patronage in American Broadcasting-Paramount Theatres' houses during the last weekend was 22 per cent ahead of the corresponding weekend of last year and indications are that the so-called summer "boom" is beginning earlier than it did in the summer of 1954, Leonard Goldenson, AB-PT president said here yesterday. Noting that business in the first three weeks of May was below the same period of last year, Goldenson said that he believed the current increase was due to stronger product.

Goldenson singled out such pictures as "Soldier of Fortune," "Davy Crockett," "Strategic Air Command" and "The Seven Year Itch" as having particular box-office strength and said that the lineup of all companies for the summer pointed to "healthy" summer attendance.

Last summer, the distributors released some of their strongest product

(*Continued on page* 4)

Say N.T. Group Buys Mrs. Zanuck's Stock

Financial circles here credit Hollywood reports that a management group in National Theatres, headed by Elmer C. Rhoden, either has or shortly will close a deal for purchase of Mrs. Virginia Zanuck's 100,000-share block of N. T. stock at $12 per share.

The N. T. shares have been active on the New York Stock Exchange intermittently for the past several

(*Continued on page* 4)

Production Code Backed by the SDG

From THE DAILY Bureau

HOLLYWOOD, June 13. — Resounding endorsement of the Production Code was registered by the Screen Directors Guild of America at its annual meeting, it was announced today with adoption of the following resolution proposed by Robert Aldrich, William Wyler and John Ford.

"Be it resolved, that the Screen

(*Continued on page* 2)

Md. TO Drops Tax Protest

From THE DAILY Bureau

WASHINGTON, June 13.—Maryland theatre owners have dropped plans for a court fight against inclusion of film rentals in the state two per cent sales tax law.

Instead, they'll concentrate their efforts on trying to get the state legislature next year to exempt film rentals. In the meantime, they'll pay the tax.

The state legislature this year passed a law broadening the application of the state's sales tax. It was whipped through in the closing hours of the session, and after it was enacted, it was discovered that the language was so broad that it covered film rentals.

A meeting of the Motion Picture

(*Continued on page* 5)

See Flaud Opposing Special Code Seal

From THE DAILY Bureau

HOLLYWOOD, June 13.—Following weekend discussions with Production Code Administrator Geoffrey Shurlock, and luncheon today with major company heads at the M-G-M studio, Jacques Flaud, director general of the French industry, left for Washington, where he will confer with Eric Johnston, president of the Motion Picture Association of Amer-

(*Continued on page* 5)

Second Meeting Results in the Company Holding Out Hope of Aid to Theatres Which Gross Only $1,000 or Less Weekly

By MURRAY HOROWITZ

A pledge that Paramount would take under "extremely friendly advisement" the problems affecting exhibition, "particularly theatres grossing $1,000 or less per week," was made here yesterday by George Weltner, head of world-wide sales for Paramount Pictures, following a meeting with the joint Allied States-Theatre Owners of America committee.

Weltner's pledge was contained in a statement, apparently mutually agreed to by the Paramount world-wide sales director and the committee.

The statement promising a cordial understanding of exhibitor problems, especially those of the smaller exhibitor, was made after a more than four-hour meeting, the second such meeting held between the committee and Paramount. The first lasted several hours last Friday.

The phraseology was similar to the statement issued in the wake of the committee's meeting with 20th Century-Fox, in the sense that both held out hope for more liberal sales terms to smaller situations.

According to the statement, Weltner "when pressed by the exhibitor representatives for specific and immediate changes in sales policy . . . replied that he is in no position to comment specifically at this time. Upon his return from a business trip to Europe early in July, he said he will devote

(*Continued on page* 5)

Fox Seeks C'Scope So. African Market

From THE DAILY Bureau

LONDON, June 13.—The offer of 20th Century-Fox being made here to acquire at least 90 per cent of the ordinary shares of John Schlesinger's African Theatres is not a part of any design to acquire the Schlesinger interests, but is concerned solely with installing CinemaScope equipment in the circuit of about 175 theatres, responsible authorities here asert.

Holders of the £1 ordinaries in African Theatres can expect, it is reported, an offer of £5 a share, subject to 20th-Fox securing at least 90 per cent of the ordinary issue. The deal would involve nearly £2,500,000. News of the 20th-Fox bid resulted in a rocket rise in the shares on the London Stock Exchange from 55 shillings to 92s.6d.

Consummation of the deal would assure 20th-Fox's CinemaScope product the screen's of South Africa's principal theatre combine.

John Schlesinger arrived in New York by plane yesterday from Johan-

(*Continued on page* 4)

Joint Allied-TOA Committee to Meet Today with Columbia, RKO and M-G-M

The Joint Allied and TOA Committee will meet here today with Abe Montague, vice-president and general sales manager of Columbia Pictures; Herbert Greenblatt, domestic sales manager of RKO Radio, and Charles Reagan, general sales manager of MGM.

Further meetings with Milton Rackmil, president of Universal-International, and Charles Feldman, general sales manager, together with meetings with Ben Kalmenson, vice-president and general sales manager of Warner Brothers, and Major Albert Warner, vice-president, have been postponed for 10 days or two weeks, because of the unavailability of those four at this time.

The committee met with Paramount last Friday and yesterday, and with 20th Century-Fox several weeks ago. Its spokesmen have stated that they place most importance on the meetings with Paramount and Warners.

Hartman Cuts Short His European Trip

By PETER BURNUP

LONDON, June 13.—Don Hartman, in charge of production for Paramount Pictures, suffered a slight indisposition during his visit here and has cancelled plans to visit Rome on his current trip abroad. Instead, he will fly to Copenhagen from here today for two days rest and thereafter will return to New York.

While here, Hartman conferred on Paramount's "The Man Who Knew Too Much," now on location in London's streets, and also met with Danny Kaye in connection with production of the latter's "Intermission."

At a press conference, Hartman

(*Continued on page* 5)

Personal Mention

PINCUS SOBER, of the M-G-M legal department, will leave here tomorrow for Los Angeles and Denver.

WILLIAM BRANDT, president of Brandt Theatres, and MRS. BRANDT will leave New York tomorrow aboard the "Queen Elizabeth" for Paris.

JULES LAPIDUS, Warner Brothers Eastern and Canadian division sales manager, will return to New York the latter part of this week from Boston.

EUGENE PICKER, vice-president of Loew's Theatres, and MRS. PICKER on Sunday celebrated their 25th wedding anniversary.

JOHN PETROSKI, of the Garde Theatre, New London, Conn., has returned there with MRS. PETROSKI following a New England vacation.

ERNEST EMERLING, advertising-pubpicity chief for Loew's Theatres, has returned to New York from New Haven.

SAL CHIANTIA, Leeds Music Co. vice-president, arrived in New York yesterday from London via B.O.A.C. Monarch.

SAM NATHANSON, president of Gibraltar Motion Picture Corp., is in New York from the Coast.

JOHN G. MOORE, Paramount Eastern division manager, was in Gloversville, N. Y., from Boston.

MARY PICKFORD and BUDDY ROGERS left New York on Sunday for London via B.O.A.C. Monarch.

NAT D. FELLMAN, Stanley Warner executive, left New York yesterday for the west coast.

Hope Starts Tour In Austin, Texas

AUSTIN, Tex., June 13. — Bob Hope, just back from an Australian tour in behalf of the United Cerebral Palsy drive and his new Paramount film, "The Seven Little Foys," today opened a cross-country tour with a benefit golf match here.

Hope will be in San Antonio tomorrow for the opening of "The Seven Little Foys" at the Majestic Theatre there. He will follow this with appearances at Houston, Dallas and Fort Worth. He will attend the Broadway premiere of the film at the Criterion Theatre there June 23.

Rev. T. F. Little Is Named a Monsignor

Rev. Thomas F. Little, executive secretary of the National Legion of Decency, has been appointed a Papal Chamberlain to His Holiness Pope Pius XII, with the title of Very Reverend Monsignor. Monsignor Little has been executive secretary of the Legion for the past two years.

Another "Diversification"

New AB-PT Subsidiary to Make Phonograph Records

The entry of American Broadcasting-Paramount Theatres into the phonograph record field was confirmed here yesterday by Leonard Goldenson, AB-PT president, and Sam Clark, president of the newly organized subsidiary. Formation of a record subsidiary had been anticipated in trade circles for several months. The corporate name of the new company has not been determined, although the name "Ampar" may be adopted if clearance can be obtained.

Clark, until recently, was vice-president and general manager of Cadence Records which he helped to establish with Archie Bleyer in 1952. According to AB-PT, in the three years that Cadence was under the direction of Clark, it was said that the company produced a greater percentage of popular hit records than any other company.

The establishment of the record company, Goldenson explained, is another step in AB-PT's program of diversification. AB-PT now owns 35 per cent of the new amusement park, Disneyland, near Anaheim, Calif., and is a one-third owner in Microwave, Inc., manufacturer and developer of electronic equipment and tubes.

Clark said that the new record company would not enter the market in strength until about Jan. 1, but that preliminary operations would begin within a few months in the children's and package good fields. Recordings will be made in New York, on the Coast or any place that is "feasible," he said.

Headquarters will be in the Paramount Building here.

Fox Sets Agenda For Sales Meeting

Improved methods of expediting prints, better programming of CinemaScope productions, including greater utilization of CinemaScope trailers, and the servicing of drive-ins and small town accounts are the three subjects highest on agenda of the 20th Century-Fox two-day sales convention which will open here on Friday at the home offices of the company.

Top Officials to Attend

The meeting was called by W. C. Gehring, executive assistant general sales manager, who will be joined by Arthur Silverstone, assistant general sales manager; Alex Harrison, Western sales manager, and Glenn Norris, Eastern sales manager. Vice-president Charles Einfeld will outline comprehensive advertising-publicity-exploitation plans to support playdates of 13 upcoming releases.

Division managers to attend the convention are Martin Moskowitz, Atlantic; T. O. McCleaster, Central; M. A. Levy, Mid-West; H. G. Ballance, Southern; Herman Wobber, Western, and Peter Myers, Canadian. Assistant division heads to attend are Paul S. Wilson, Southern, and Reville Kniffen, Western.

Branch managers to attend are Abe Dickstein, New York; Sam E. Diamond, Philadelphia; Ira Sichelman, Washington; R. C. McNabb, Cincinnati; I. J. Schmertz, Cleveland; J. J. Lee, Detroit; R. L. Conn, Indianapolis; Nat Rosen, Pittsburgh; Clayton G. Pantages, Albany; Al Levy, Boston; C. B. Kosco, Buffalo; S. Bloom, New Haven; T. R. Gilliam, Chicago; David S. Gold, Des Moines; J. R. Neger, Kansas City; J. H. Lorentz, Milwaukee; S. Malisow, Minneapolis; George Regan, Omaha; Gordon F. Halloran, St. Louis; D. M. Coursey, Atlanta; John E. Holston, Charlotte; Mark Sheridan, Jr., Dallas; T. P. Tidwell, Jacksonville; T. W. Young, Memphis; W. A. Briant, New Orleans, and M. W. Osborne, Oklahoma City.

Also, V. J. Dugan, Denver; M. Sudmin, Los Angeles; Charles F. Powers, Portland; Kenneth O. Lloyd, Salt Lake City; Jack M. Erickson, San Francisco; and Jack Burk, Seattle. Canadian branch managers to attend are Robert A. Cringan, Calgary; G. L. Chernoff, Montreal; R. G. March, St. John; V. J. Beattie, Toronto; J. E. Patterson, Vancouver; and Philip Geller, Winnipeg.

UK Studio Workers Demand Wage Hike

From THE DAILY Bureau

LONDON, June 13.—Tom O'Brien, M. P., general secretary of the National Association of Theatrical and Kine Employes, has served notice on the Producers' Association here that his union will ask for a wage increase of around 15 per cent for all its members employed in studios.

O'Brien is to meet Sir Henry French, BFPA's director-general, for a preliminary talk on the matter in the course of the next few days. About 2,600 NATKE men are currently working on production.

Electricians Want Boost

The Electrical Trades Union, 300 of whose members work in the studios, is also asking for what it calls a "substantial wage increase." And fractious Association of Cinematograph & Allied Technicians, never loth in coming forward with spectacular wage demands, is understood to be preparing its own claim.

Funeral Thursday For Knox Haddow

Funeral services will be held at St. Patrick's Church, Huntington, L. I., on Thursday morning for G. Knox Haddow, manager of the Paramount home office branch service department, who died at his Huntington home Sunday following a long illness.

Haddow, who was 63, joined Paramount in 1915. Survivors include his widow, Mrs. Helen Haddow, two daughters and two grandchildren.

Polio Shuts Idaho Houses

MONTPELIER, Ida., June 13.—Theatres in this community have been closed for several days as a result of an outbreak of polio, cases of which in the area are said to be nearly five times above last year's average.

Code Backed

(*Continued from page* 1)

Directors Guild of America takes this opportunity to express its confidence and enthusiastic endorsement of the Production Code Administration to the Association of Motion Picture Producers, and the manner in which that office has been administered by Goeffrey Shurlock, and urges that the AMPP vigorously resist any and all acquiescences to any unwarranted or unjustified demands for changes and deletions in any films that already have a Code certificate by organized groups, be they religious, economic or civic, and that the contents of this resolution be made known to Eric Johnston, president of the Motion Picture Association of America and to all members of the board of MPAA.

"Be it further resolved, that the contents of this resolution be made known to the Screen Producers Guild, the Screen Writers Guild and the Screen Actors Guild."

Sidney Heads SDG For Fifth Term

HOLLYWOOD, June 13.—George Sidney has been reelected president of the Screen Directors Guild for his fifth term. Willis Goldbeck was elected first vice-president; George Marshall, second vice-president; Anthony Mann, secretary, and Lesley Selander, treasurer.

Winn Rites Tomorrow

BOSTON, June 13.—Funeral services will be held at Waterman's Chapel here Wednesday for James Winn, 55, former branch manager at United Artists, who resigned in 1948 because of ill health. He died today at his home in nearby Brookline following a long illness. He is survived by his widow and a daughter, Betty.

NEW YORK THEATRES

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Rockefeller Center
"LOVE ME OR LEAVE ME"
in CINEMASCOPE and COLOR starring
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and Spectacular Stage Presentation

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House Group to Call Coast Witnesses

From THE DAILY Bureau

WASHINGTON, June 13.—Hearings scheduled by the House Unamerican Activities Committee in Hollywood late this month will probably include some film industry witnesses, it was reported.

The hearings, scheduled to commence June 27, will probably be conducted by a subcommittee headed by Rep. Doyle (D., Calif.). Most of the testimony will cover broadcasting and other fields outside the film industry, but it was reported that some witnesses will deal with film matters, including possibly the recent internal fighting in the Screen Writers Guild.

People

Samuel Pinanski, president of American Theatres Corp. of Boston, yesterday received an honorary degree of Doctor of Science from Lowell Technological Institute, of which he is an alumnus.

□

Mrs. Marjorie Mineau has been named manager of the Plainfield Theatre, Plainfield, Conn.

□

Tony Reinman, booker at the United Artists exchange in Cleveland, has moved over to the Republic branch, succeeding Paul Hartnett who plans to go into another business.

□

Jerry Gross, Universal booker in Cleveland, has been promoted to a sales post in the Detroit exchange. His successor in Cleveland is **Ronnie Sparks,** a student booker.

□

Jennie Somerville, switchboard operator at the Westland Theatres, San Francisco, has been advanced to the post of booker of short subjects.

□

Harry F. Shaw, division manager of Loew's Poli-New England Theatres at New Haven, is marking his 21st year in that position.

□

Rudy Norton, for many years in both distribution and exhibition in Ohio, is back in distribution, having joined United Artists' sales force in Cleveland, succeeding Jack Share who has resigned.

□

Harry Brandt, circuit executive and president of the Independent Theatre Owners Association since 1933, has become a member of the board of directors of Distributors Corp. of America, it was announced by **Fred J. Schwartz,** president of DCA. With the addition of Brandt, DCA's board of directors has seven members.

Review

"Foxfire"

(Universal-International) *Hollywood, June 13*

THE challenge to success of a racial inter-marriage supplies the basic interest of the film which is well adapted to the physical personalities of its stars, Jane Russell and Jeff Chandler. Jane exploits her charms as the daughter of a wealthy Eastern socialite, sacrificing her mode of life to marry Jeff, a handsome halfbreed Apache Indian, who makes his living as a mining engineer. The teaming of the two will prove a salient commercial factor at the box office.

Aaron Rosenberg's production values are impressively increased through the use of color by Technicolor and the many changes of Miss Russell's rich wardrobe, prominently displayed in contrast to the meager setting of a small mining community in Arizona. Dan Duryea and Mara Corday, despite the weakness of their roles, are good name assets for the film.

Based on a story by Anya Seton, the Ketti Frings screenplay is bright with tailored whimsy for Miss Russell, and interesting sidelights on Indian customs, but allows director Joseph Pevney some serious interludes to draw interesting characterizations from its two stars.

The action gets off to a fast start when Jane, vacationing at a swanky guest ranch near the mining town, is given a lift by Jeff and Dan as her car breaks down. Love at first sight comes into play when 24 hours later Jane asks Jeff to marry her despite their social and racial differences. Jeff warns her about the dangers of such a marriage but agrees to try and make a go of it.

Jane expresses her disregard for wealth in an effort to make him happy, but Jeff is resigned to take risks to improve his financial position by promoting the re-opening of an abandoned gold mine. General misunderstandings arise when Jeff suspects his wife of carrying on an affair with Duryea, the mining camp's doctor, behind his back, to a breaking point in their marriage. All wounds are healed when Jane learns that Jeff is hurt in a mine accident that at the same time reveals the gold ore that will make them rich, and comes running to his aid.

The film receives its title from the name of the gold mine and fire-like glow given off by the old timber surrounding it, as it catches the last rays of the evening sunset.

Running time, 91 minutes. Adult classification. For July release.

SAMUEL D. BERNS

July 25 Deadline For 'Salt' Answers

CHICAGO, June 13.—"Salt of the Earth," leftist-type film which became a controversial issue about a year ago, is again in the limelight. R. J. Stevens, attorney for I.P.C., distributors, late last week received an order from Judge Philip L. Sullivan denying the motion of the Projectionists Union to dismiss the charges against the film. Projectionists had refused to run the picture while the "leftist" charge stood against it.

Today, Daniel Carmell, attorney for the union, stated that Judge Sullivan's ruling is not appealable and that the only object of the union is to test the sufficiency of the charges against the film.

The union has until July 25 to file an answer to the allegations against the picture. The case has been in court now for about five months.

Set Panel for M-G-M Seattle Workshop

Panel members for M-G-M's ticket selling workshop at Seattle, Thursday will include Seymour Morris, advertising and publicity director of Schine Theatres at Gloversville, N. Y; Andy Sullivan, city manager for Dixie Drive-In Theatres at Savannah, Ga., drive-in panelist. Lou Brown, director of advertising, exploitation and publicity for Loew-Poli New England Theatres, New Haven, will be big-town theatre panelist, and L. J. Williams of Union, Missouri, small town panelist.

'Svengali' Bows June 24

M-G-M's "Svengali" will have its American premiere at the Krim Theatre, Detroit, on June 24. Openings to follow include the Beacon Hill, Boston, on July 8 or 15, and the Rio, San Francisco, on July 7 or 14.

Hillside Arguments To Resume Today

Appeal arguments were begun yesterday in the Hillside Amusement Corp. case before the U. S. Circuit Court of Appeals here, and will be resumed today.

Louis Nizer is representing distributor defendants and John Harlan Amen the plaintiff, which operates the Mayfair Theatre, Hillside, N. J. Considerable trade interest has been centered on the case since it could determine whether or not the Robinson-Patman Act, cited by the plaintiff, applies to film licensing. The Federal District Court dismissed the suit and Hillside appealed.

Kefauver Group to Hear Industry Thurs.

HOLLYWOOD, June 13.—Senator Kefauver's three-day committee hearings on juvenile delinquency will be centered on motion pictures on Thursday, according to the present schedule. Among the industry figures to appear before the committee will be Y. Frank Freeman, chairman of the Association of Motion Picture Producers; Geoffrey Shurlock, Production Code administrator, Gordon S. Whiteon and Rogers Albright.

Civic officials will be the principal witnesses on Wednesday and a study of magazines is on the docket for Friday.

Form New Film Service

Norman Witlen and Ralph Koch have formed K & W Film Service Corp. here with the latest Caesar-Saltzman animation stands and optical benches and art facilities. Witlen formerly was supervisor of Transfilm's animation camera and optical departments.

Koch formerly was with Technical Films.

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U. S. Group Urges Six Standards for International Films

Special to THE DAILY

STOCKOLM, June 13. — The United States took the lead today in proposing international standards for motion pictures to sustain the world-wide market for American films as well as the showing of foreign films in American theatres. The American delegation to the meeting on cinematography presented six American standards on film for consideration by the countries attending the meetings in Stockholm of the International Organization for Standardization (ISO).

Three groups on film dimensions, sound records and film image area were formed to work out technical details of international standards to insure the interchangeability of film among all nations. Delegates from the national standards bodies of the USSR, the United Kingdom, Belgium, Czechoslovakia, France, Germany, Italy, Sweden, and the United States, will vote on the proposals.

Many Categories Covered

Standards presented to the group by the U.S. include dimensions for 8mm motion picture film; dimensions for 35mm motion picture short-pitch negative film; cutting and perforating dimensions for 35mm motion picture negative raw stock; dimensions for 200-mil magnetic sound tracks on 35mm and 17½mm motion picture film; dimensions for 100-mil magnetic coating on single perforated 16mm motion picture film; and 4-track magnetic sound for 35mm film.

Axel G. Jensen, Bell Telephone Laboratories, is chairman of the international committee. Boyce Nemec, executive secretary of the Society of Motion Picture and Television Engineers is secretary.

Dr. White Is Leader

Leader of the U.S. delegation is Dr. Deane R. White, E. I. du Pont de Nemours and Company. Members are: W. F. Kelley of the Motion Picture Research Council, J. W. McNair of the American Standards Association, Marion E. Russell, Eastman Kodak Company, Allen Stimson, General Electric Company, and Malcolm G. Townsley, Bell & Howell Company.

Fox Seeks

(*Continued from page* 1)

nesburg to confer with Spyros Skouras, 20th Century-Fox president, who returned here from the Coast for the session and is scheduled to leave with Schlesinger for South Africa on Thursday.

Donald Henderson, 20th-Fox vice-president and treasurer, has been in London on phases of the deal for the past several weeks and goes to Johannesburg also for the forthcoming meetings there.

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Television--Radio

with Pinky Herman

WHILE Eddie Fisher and Tony Martin take their summer vacations, singer-pianist-composer Matt Dennis will take their musical turns over NBC-TV starting Monday, June 27. Supported by a rhythm trio, Matt will sing his own and other pop tunes and promises to feature "visible and invisible guests." Eddie will resume his "Coke Time" Wednesday, Aug. 31, while Tony returns Monday, Sept. 5. . . . Come July 8 and Dave Garroway will kiss his alarm clock a fond farewell and hie himself away for a 30-day vacation. Faye Emerson will take over his NBChores. . . . Theodore Lit, author and journalist, has written a TV series, spotlighting secrets of international Communism; initial expose, "Destination Unknown," is CBSkedded this month on "Appointment with Adventure." . . . Dennis James has discovered a new STARling in Carole Bennett, whose thrilling trilling has copped WABD's "Chance of a Lifetime" duke seven consecutive weeks. . . . Janet de Gore, sensational young TV actress, has been signed to do the featured role of "Frankie" in the summer tour of "Member of the Wedding," starring Ethel Waters.

☆ ☆ ☆

With the completion of deals with J. Arthur Rank and Sir Alexander Korda giving National Telefilm Associates American distribution rights to 40 top-grossing British motion pictures and the almost overnight subscription by Wall Streeters of the public stock issue to the tune of $1,500,000, and the increase of gross billings to over $3,000,000 annually, it is difficult to believe that only four years ago prexy Ely Landau "went into hock" in order to put his daring ideas into practice. . . . Oops—In a previous pillar we made a "capital" boo-boo. That fine album of Academy Award-winning songs, recorded by Jack Shaindlin's 40-piece orchestra, is a Mercury release. . . . NBC will hold a private screening of "Nightmare in Red" historical drama of Communism inside Russia for the press this afternoon. Unusual film was compiled, edited and processed by Henry Solomons of "Victory at Sea" fame.



Ely Landau

☆ ☆ ☆

Smiling Harry Wismer is back in Gotham from Washington, D. C., where he MBSporteast over a coast-to-coast network AND all over the globe via short wave, the $150,000 *International Golf Tourney, held at the Columbia Country Club, where he is also a member. Harry, undoubtedly travels more extensively than any other sportscaster we know and one of the main reasons enabling him to make these jaunts is his confidence in the efficiency of his charming secretary, Rosemary Arthur. . . . In a recent column we touted the talents of Bill Silbert, and we're pleased to learn that the lad will NBConduct a nitely platter-chatter series "National Radio Fan Club," from 9:00-10:00, starting Friday. Neil Hefti's orchestra will be part of the show which will be given an extra hour (8:00-10:00) early next month. . . . Frank Bunetta, ace producer-director at WABD has formed Grapho Televisor Company, which will market an amazing new television technique, utilizing sound and sight on acetate disks.*



Harry Wismer

☆ ☆ ☆

Don de Leo, who was featured on numerous "Red Skelton" and "Milton Berle" TV'ers, has been signed for the "Nathan Detroit" role in the summer troupe of "Guys & Dolls" which will open July 5 at Somers Point (Atlantic City). . . . Hepcat (Mr. Printer, better make that Hepkitten) Ruby Mercer, who digs music ranging from Bach and Beethoven to Berlin and boogie-woogie, MBStarted a new across the board deejay series last night in the 11:15-11:30 slot. (We cotton to her Mercer-ized music chatter.) . . . Du Mont has upped John H. Bachem to supervisor of sales, production and service of its new "Electronicam" system and Werner Michel to director of the "Electronicam" production department. . . . Lon Clark (radio's "Nick Carter") sold his estate in North Stamford, Conn., last week and yesterday took title to a 50-acre farm at Pound Ridge, N. Y. . . . A major film firm is eyeing Wilbur Stark and Jerry Layton to head its new TV division.

NT Group

(*Continued from page* 1)

months with the price advancing about three points to around $12 during the period. In the first burst of activity, financial circles identified a group outside the industry with approaches either for the stock held by Mrs. Zanuck, the 65,000 shares held by the Charles Skouras estate, or the 60,000 held by General Precision Equipment. At the time, spokesmen for both of the latter denied their shares were for sale.

Rhoden, in New York last week, said he could not account for the market interest in the stock when questioned about it. His group reportedly opened negotiations for Mrs. Zanuck's stock holdings subsequent to the show of interest by the outside group. The National Theatres' management group's holdings reportedy represent about 400,000 shares. The addition of another 100,000 would appreciably bolster their voting strength.

Would Influence Policy

It is said that the outside group was not interested in gaining control of N.T., or of waging a proxy fight, but sought representation on the board with the possible intent of influencing policy in the direction of liquidation of some of the company's extensive realty.

Summer Business

(*Continued from page* 1)

during the hot-weather months, with the result that the traditional summer slump was not in evidence.

'Itch' Pulls $40,000 Weekend At Loew's State Theatre Here

"The Seven Year Itch" at Loew's State here grossed $40,000 at the weekend and is heading for a second-week take of between $75,000 and $80,000, 20th Century-Fox reported. A record for a non-holiday week is expected.

'Marty' Garners $20,900 In Its Ninth Week of Run

United Artists 'Marty' in its ninth week at the Sutton here grossed $20,900, the approximate gross of the first week. The theatre reported a Saturday record of $4,600.

'Soldier' Gross, $18,900 For Weekend at Roxy

"Soldier of Fortune," CinemaScope production of 20th Century-Fox, racked up a weekend gross of $18,900 at the Roxy Theatre here, it has been disclosed by the company. The weekend comprised the first three days of the film's third week at the Roxy.

"Island Earth" in Strong Opening Here

"This Island Earth," U-I picture which started its world premiere engagement at the Victoria Theatre here last Friday, grossed $23,000 for the biggest first three days business of any U-I picture to play the house and almost doubling that of the recent opening of "Man without a Star." It is headed for a first week's gross of about $39,000.

Mexican Merger

MEXICO CITY, June 13.—Distriuidora Indepeniente, an independent Mexican picture distributor, has consolidated with Rodriguez Hermanos, an oldline Mexican producing-distributing company.

Nathan Golden Back; Says Film Festivals Are Worthwhile

From THE DAILY Bureau

WASHINGTON, June 13.—Commerce Department film chief Nathan D. Golden, back at his desk after representing the U.S. at the Cannes Film Festival, said he is more than ever convinced that international film festivals do the American film industry a great deal of good.

Golden left in mid-April to attend the Cannes festival and the international photographic show in Paris. He was the first American to receive on behalf of the U. S. a "top-film" award at an international festival—the award given "Marty" at Cannes.

"We had four good films there," Golden said, "and they couldn't be denied. They were all festival-type films—"Marty," "The Country Girl," "East of Eden" and "Bad Day at Black Rock." The foreign producers were genuinely happy to see the U.S. finally win a best film award."

Hartman Cuts Trip

(*Continued from page* 1)

told newsmen that Britain's first horizontal projection" installation will open at Piccadilly Circus's Plaza on Thursday with "Strategic Air Command." The Plaza thus becomes the fourth theatre in the world to utilize the new technique.

The picture will be projected, Hartman said, on a screen 45 feet wide and half that in height. A special aperture plate will be used to produce the illusion of depth.

Paramount Promises

(*Continued from page* 1)

his efforts to exploring possible solutions in the same earnest and sincere manner in which they were presented and sufficient time must be allowed to accomplish this," the statement continued.

Balaban Unable to Attend

Paramount president Barney Balaban was unable to attend the second meeting of his company with the joint exhibition committee, it was learned. Balaban, who was scheduled to leave here last night for Europe, was tied up a good deal of yesterday afternoon attending the board meeting of Manufacturers Trust Co.

Officially veiled in secrecy, the meeting with Weltner got underway at 1:00 P.M. and broke up about 5:00. There was a good deal of bargaining between the committee and Weltner before a mutually agreed upon statement was issued by Paramount, it was learned.

An exhibitor participant, declining the use of his name, expressed his feeling that these meetings with individual companies "have advanced the cause of exhibition." Interviewed during a "break," he went on to say, however, that until the small exhibitor in the field "gets his five per cent film rental reduction," using the five per cent as an example of the relief sought, the "small guy" will remain skeptical.

Exhibition's problems, primarily those of the small theatre owner, and the necessity for "an honest and sincere effort to arrive at a means of easing these problems and to achieve greater understanding between the fields of distribution and exhibition," were said to have been outlined by TOA president E. D. Martin and Allied president Rube Shor, according to the statement.

Weltner, the statement continued, "pointed out that he was not yet completely familiar with the domestic sales situation, having so recently added the domestic field to his world-wide sales duties, and that he is currently in the process of visiting all domestic exchanges to familiarize himself personally with industry as well as company matters on the domestic level.

Representing Paramount at the meeting in adaition to Weltner, it was stated, was Robert J. Rubin, vice-president of Paramount Film Distributing Corp.

The meeting was preceded by separate conferences of Allied and TOA officials, it was learned. The joint committee, following the Paramount meeting, met in TOA offices in preparation for tomorrow's series of meetings with film companies, and to discuss the Paramount conference.

Attending yesterday's Paramount meeting, in addition to those already mentioned, were: Ben Marcus, Wilbur Snaper and Irving Dollinger, of Allied, and Walter Reade, Jr., George Kerasotes and Richard Kennedy, of TOA.

Md. Group

(*Continued from page* 1)

Theatre Owners of Metropolitan Washington and of the Motion Picture Theatre Owners of Maryland decided to fight this in the courts, arguing that the legislature did not intend to cover film rentals. However, according to A. Julian Brylawski, president of the Washington theatre owners, exhibitor attorneys talked to Maryland state officials and were told there was no question but that the law covered film rentals, regardless of the legislature's intentions. They also found that a court action for an injunction wouldn't possibly come to trial before next spring.

Will Pay the Tax

Accordingly, Brylawski said, the exhibitors decided to pay the tax for the time being and to channel their energy into getting the legislature to exempt film rentals when it meets next year.

Say Flaud Opposes

(*Continued from page* 1)

ica, on matters of mutual interest to the French and American industries. During the afternoon he visited the Paramount and Disney studios and executives.

It is reliably understood that Flaud decided, while here, that proposals for establishing a special production code seal for French and other foreign-produced pictures exhibited in the United States are impracticable, as there cannot be a double set of standards for production code.

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EXETER, BOSTON—8 WEEKS!
"MOST BEAUTIFUL FILM EVER!"—New Yorker
LOOP, CHICAGO—5 WEEKS!
"A PRIZEWINNER IN ANY LANGUAGE!"—Newsweek
STAGE DOOR, 7 WEEKS; CLAY, 5 WEEKS! SAN FRANCISCO
"BEST FILM OF THE YEAR, BAR NONE!"—N. Y. Post
DUPONT, WASHINGTON—7 WEEKS!
"UNSURPASSED COLOR! ASTONISHINGLY BEAUTIFUL!"—Life Mag.
"STRICTLY SMASH!" says VARIETY



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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 116 NEW YORK, U.S.A., WEDNESDAY, JUNE 15, 1955 TEN CENTS

Col., Exhibition Reach Accord On 'Controversial' Problems

Pat McGee Says:

More Product Could Solve B.O. Problems

24 More Films Would Bring in $300,000,000

Special to THE DAILY

SANTA FE, N. M., June 14.—If 24 good pictures a year can be added to the regular flow of product coming from the distributors, the motion picture industry can realize an additional $300,000,000 in box-office gross, Pat McGee, vice-president of Theatre Owners of America and general manager of Cooper Foundation Theatres, will tell the New Mexico Theatre Owners Association convention here tomorrow.



Pat McGee

In a prepared pre-convention statement, McGee made a plea for support of the TOA-spon-

(*Continued on page 4*)

Schwalberg Forms New Company Here

Alfred W. Schwalberg yesterday announced formation of Artists-Producers Associates, Inc., which will handle selected releases. Offices are being set up in the Squibb Building here.



A. W. Schwalberg

Schwalberg resigned as president of Paramount Film Distributing Corp. last April to set up his own company.

The first two releases to be handled by Artists-Producers Associates are "Summertime," a Lopert Film Production, and "The Night of the Hunter," a Gregory-Laughton production.

Both will be released by United Artists.

Sees Toll TV Rule in Year

A Federal Communications Commission ruling on the toll TV issue should be handed down in about a year, it was forecast here yesterday by James M. Landis, special counsel to Skiatron.

Landis made the prediction at a trade press luncheon presided over by Skiatron president Arthur Levey. He expressed assurance that the FCC decision will be in favor of toll TV and the Skiatron subscription TV system.

Levey, in response to a question, ridiculed claims that Skiatron, along with other toll TV systems, could be easily unscrambled and widely "boot-

(*Continued on page 4*)

Irish Prime Minister Greets Quigley, Jr.

Special to THE DAILY

DUBLIN, June 14.—Martin Quigley, Jr., editor of "Motion Picture Herald," was received here this morning by Prime Minister John A. Costello of Ireland.

Quigley was guest of honor and principal speaker at a special luncheon of Tent No. 41, the Variety Club of Ireland, at the Metropole Restaurant here later. Representatives of the Dublin

(*Continued on page 5*)

Montague Finds Himself in Agreement on Range of Issues with Exhibition; Group Also Meets with M-G-M and RKO Radio

By MURRAY HOROWITZ

Agreement on problems ranging from "national sales policies" to "the selling to small theatres on an equitable flat rental basis" was said to have been reached here yesterday between Abe Montague, Columbia Pictures vice-president and general sales manager, and the Joint Allied States - Theatre Owners of America Committee.



Abe Montague

Announcement of agreement on "certain topics" of "industry controversy" was contained in a statement issued by Montague, following his meeting with the committee.

The session with Columbia was one of the three meetings held yesterday by the committee, the other two having been with Charles Reagan vice-president and general sales manager of M-G-M, and Herbert Green-

(*Continued on page 5*)

Showmen Point to Success of Their Local Audience Polls

Proof of the success of past regional public polls for the selection of best pictures and best performances in attracting widespread public interest is given by Frank H. Ricketson, Jr., president of Fox Intermountain, Denver, and Ralph W. Russell, advertising director of the Palace Theatre, Canton, O., in statements published in the COMPO brochure on the national Audience Awards Poll.

In one Fox Inter-Mountain poll,

(*Continued on page 4*)

RKO Theatres Buys In 111,600 Shares

Sol Schwartz, president of RKO Theatres Corp., yesterday announced that the corporation has purchased 111,600 shares of its stock from Ambrook Industries, Inc. and Gauley Mountain Coal Co. at a price of 9⅛,

(*Continued on page 4*)

"Not As a Stranger"

(Stanley Kramer-United Artists)

A NOVEL which has been on the best-seller list for more than a year should have a ready-made audience for the film version and "Not As a Stranger" fits that category. In some respects, the screen adaptation is a more tightly-written narrative than the book and, as is customary, a number of liberties have been taken with the original story.

Stanley Kramer, as both producer and director, has transferred the story of a medical student and his career to the screen with sincerity and convincing craftsmanship. It is an absorbing story, intensely serious with just a sprinkling of light moments. On the debit side, the picture runs a trifle long; possibly 15 minutes could be shaved from the 135 minutes of running time without marring the story line.

While Robert Mitchum is adequate in the role of the central character, he is over-shadowed by the standout performances of Olivia de Havilland, Frank Sinatra, Broderick Crawford and Charles Bickford. Others who

(*Continued on page 5*)

To Spyros Skouras, Travel Is Strength

Spyros P. Skouras, president of 20th Century-Fox, who returned to New York from the Coast on Monday to confer here with John Schlesinger, who flew in from Johannesburg, South Africa, returned to the Coast yesterday accompanied by Schlesinger.

The hurried movements of the two executives were not explained, nor was the purpose of the Coast visit.

Skouras is due back here on Friday to address the company's national sales convention and will leave with Schlesinger for South Africa by plane over the wekend. 20th-Fox is offering to purchase 90 per cent of the Schlesinger theatre interests to insure a market in South Africa for its CinemaScope product.

Personal Mention

HOWARD DIETZ, M-G-M advertising-publicity head, is in Denver from New York.

•

L. W. BROCKINGTON of Toronto, president of Odeon Theatres (Canada) Ltd., has been named president of the newly-organized Australia-Canada Association.

•

MURRAY SILVERSTONE, president of 20th Century-Fox International Corp., will return to New York tomorrow from London.

•

IRVING SOCHIN, Universal-International's short subjects sales manager, will return to New York on Friday from Pittsburgh.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, is in Buffalo from New York.

•

EDWARD MOREY, Allied Artists vice-president, left here yesterday by plane for Toronto.

•

EMERY AUSTIN, M-G-M exploitation head, left New York yesterday by plane for Seattle.

•

JUDY HOLLIDAY will leave here today for London via B.O.A.C. Monarch.

'Lady' Deals Upset Salt Lake Market

SALT LAKE CITY, June 14.—The entire bidding situation in Salt Lake City appeared to be undergoing a change today when Walt Disney's "Lady and the Tramp" was awarded to the Oak Hills Drive-in, the suburban Villa Theatre and the downtown Lyric for simultaneous openings on July 15. Previously, the film had been awarded first-run to the Oak Hills.

The owners of the Oak Hills, which also operate the Villa, had consented to a downtown and suburban first-run of the picture, on further bidding, when they were awarded it originally. The Oak Hill and the Villa are part of the Lawrence circuit, while the Lyric is operated by Joe Rosenfield of Spokane, Wash.

Westrex Aid Dead

Marcel George Person, manager of the Westrex Co., Mexico, a subsidiary of Westrex Corp., died suddenly in Mexico City on June 2 at the age of 53. He had returned only two weeks previously to Mexico City from a holiday during which he visited his native country, Chile.

Canada Showman Killed

MONTREAL, June 14.—George Ganetakos, president of United Amusement Corp., Ltd., of this city, was fatally injured in a traffic accident here. A former partner in Famous Players-Canadian, he started in show business here in 1909.

Home Use of Pay TV Decoders Is Not Illegal, Rembusch Says in Reply to Levey

INDIANAPOLIS, June 14.—Unless Federal legislation regulating broadcasting of radio and television programs to the home is drastically revised, open and widespread "bootlegging" of pay-TV programs by homemade or manufactured unscrambling devices would in no sense be illegal, the Committee Against Pay-As-You-See TV pointed out here today.

Co-chairman Trueman T. Rembusch said it was an accepted fact that the FCC's authority on broadcast signals ended at the transmitter and that what happened to that signal at the receiver end was of no concern to the Commission.

"The only reason I am pointing this out," explained the Indiana exhibitor-broadcaster, "is that Arthur Levey, Skiatron president, was quoted the other day to the effect that coded signals, if authorized by the FCC, would be legally protected from "bootlegging" methods such as were described recently by Jerrold Electronics Corp.

"Unless the patent holders can police the job themselves, and I doubt that they can, Mr. Levey apparently thinks the FCC is going to ask Congress for several hundred million dollars to hire snoopers to spy on 37 million TV set-owners," Rembusch said.

Skouras to Address Fox Sales Meeting

Spyros P. Skouras, president of 20th Century-Fox, who left last night for a quick trip to the studio, is expected to return to New York in time to address the opening session of the company's two-day national sales convention getting under way Friday morning at the home office under the chairmanship of W. C. Gehring, executive assistant general sales manager.

The company president will welcome the domestic and Canadian sales executives, assembling to map merchandising and promotional plans for the company's roster of 13 attractions between June and December, and discuss the current state of industry affairs and plans for the coming months.

A delegation of home office advertising-publicity-exploitation executives headed by vice-president Charles Einfeld, will join with the field distribution leaders at the national convention, to be led by Gehring with the assistance of Arthur Silverstone, assistant general sales manager; Alex Harrison, Western sales manager; and Glenn Norris, Eastern sales manager.

Goodman Resigns Paramount Post

Monroe R. Goodman, former executive assistant to A. W. Schwalberg, when the latter was president of Paramount Film Distributing Corp., has resigned his executive position with Paramount. Goodman said he will announce his future business plans shortly.

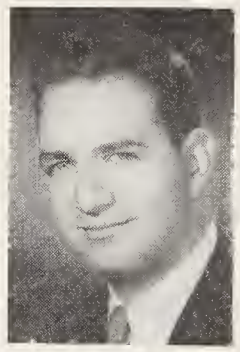
Goodman started with Paramount in 1930.

Bullpit Elected Head Of Houston TOA

HOUSTON, June 14. — Lowell Bullpit, manager of the Boulevard Theatre here, has been elected president of the Houston Theatre Owners Association, succeeding Richard Wygant, of the Heights Theatre. James Harris of the Hempstead Drive-in was elected secretary-treasurer replacing Jack Groves of the Post Oak Drive-in.

Martin Davis Takes New A-A Post Here

Martin S. Davis has been appointed to the new post of Eastern advertising and publicity manager for Allied Artists Pictures Corp., it was announced yesterday by John C. Flinn, national publicity and advertising director of A-A in Hollywood.



Martin Davis

Davis will resign his current post July 1 as Eastern advertising-publicity head for Samuel Goldwyn Productions, Inc., with which he has been associated for the past nine years and assumes his new duties on July 5. His appointment is in line with Allied Artists' recently announced expansion program calling for the production of top budget pictures.

Flinn also revealed that Harry Goldstein, who has been representing him in the New York office, would devote his full time to exploitation and be in charge of Eastern field activity.

Brenon-Morgan Associates, publicity agency, will continue to be engaged by A-A for special assignments.

Sid Caesar Acquires Control of BOTV

Sid Caesar has been elected president and has acquired control of Box Office Television, Inc., closed circuit television organization. Caesar had been a vice-president and director of the company.

Wallace A. Ross and Edgar A. Rosenberg continue with BOTV and have been elected vice-presidents. Milton N. Mound continues as chairman of the board. Joining the company as vice-president is Arthur Knorr, former producer of Roxy Theatre stage shows and producer of television programs.

News Roundup

Get Cash Awards

Cash awards have been made to Frank P. Perretto, an usher at the Walter Reade circuit's Strand Theatre in Freehold, N. J., to David Rogers, manager of the same theatre, and to Frank Deane, manager of the Woodbridge Drive-In Theatre in Woodbridge, N. J., for employee suggestions accepted by management.

■

Holland Project to Expand

Cinetone Studios, Amsterdam, Holland, jointly owned by the government of The Netherlands and Bioscophond, will enter theatrical production on a large scale with "Captain Jan," a tugboat story, according to a statement issued in Hollywood by Louis Baron van der Feltz and Arthur Dreifuss, who are conferring at the major studios on possible co-production deals. Cinetone produced the recent TV series, "Secret File."

■

Curtis Forms Film-Sync

The formation of Film-Sync, Inc., an organization that will specialize in the dubbing of foreign films, has been announced by Jack Curtis, president of the new company. The first film to be dubbed will be the French import, "Wages of Fear."

■

Refreshments on the House

When M. J. Severson reopened the Albany, Ore., Drive-in for the summer, he served free coffee, doughnuts and ice cream on opening night.

Hendricks, Diamond Elected by Publicists

HOLLYWOOD, June 14.—Warner studio publicity director Bill Hendricks today was elected chairman of the studio publicity directors committee, with Jack Diamond named vice-chairman.

Committee chairmanship rotates among major studio publicity directors.

"SHOWPLACE OF THE EAST"
FOR YOUR SCREENINGS
CINEMASCOPE
• Three Channel interlock projection
• 16, 17½ & 35mm tape interlock
• 16mm interlock projection
CUTTING & EDITING ROOMS AVAILABLE
MOVIELAB THEATRE SERVICE, INC.
619 West 54th Street, • New York 19, N. Y.
JUdson 6-0367

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★

M-G-M presents in **CINEMASCOPE** and **COLOR**

DORIS DAY · JAMES CAGNEY

as song-star Ruth Etting — as "The Gimp"

in

"LOVE ME OR LEAVE ME"

Co-starring

CAMERON MITCHELL

With ROBERT KEITH · TOM TULLY

Screen Play by DANIEL FUCHS and ISOBEL LENNART

Story by Daniel Fuchs • Photographed in EASTMAN COLOR

Directed by CHARLES VIDOR • Produced by JOE PASTERNAK

★

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)

BUSINESS IS GREAT!

CINCINNATI–Held Over!
First 6 days neck and neck with sensational "Blackboard Jungle"!

CLEVELAND–Held Over!
Equals "Blackboard Jungle's" happy grosses!

MINNEAPOLIS–Held Over!
Tops all M-G-M pictures for past 9 months!

MEMPHIS–3rd Week!

ST. LOUIS–2nd Week!

NEW YORK–Music Hall in 1st week set new single weekday record; also new Sunday record; also new Memorial Day week-end record. 2nd week's gross close to 1st, and 3rd week topping second at press-time.

NEW ORLEANS–First 3 days beats "Blackboard Jungle"!

HOUSTON–First 3 days biggest M-G-M gross in past year!

PITTSBURGH–First 3 days second only to "Blackboard Jungle" in recent years!

SAN FRANCISCO–First 3 days biggest in years tops "Blackboard Jungle"!

MORE! MORE! MORE!–Poughkeepsie, Boston (*2 theatres*), New Orleans, Ft. Worth, Kansas City and more openings every day are terrific!

★

GROWING! GROWING! DAY BY DAY!

Acclaimed by Redbook, Coronet, Look, Cosmopolitan, Time! Winchell broadcasts rave to the nation! IT'S THE HOTTEST ATTRACTION IN YEARS.

Toll TV Rule

(Continued from page 1)

legged." Skiatron chief engineer William Shanahan said it would require a device with 2,000 tubes to do the automatic decoding work claimed recently by Jerrold Electronics Corp.

Attending as a Skiatron guest was Robert Hall, former chairman of the TV committee of the National Collegiate Athletic Association, who came out in vigorous support of toll TV. He contended that college football will not survive even under the limited NCAA TV program currently in effect, predicting that there will be further home TV limitations by the NCAA in the future.

Sports other than football also are feeling the effects of home TV, Hall continued, adding that the entire sports field is awakening to the realization that advertising cannot pay enough money to compensate for the loss at the gate.

Deadline Is June 9

Landis, in his short address, said that he feels the FCC will take about three or four months to "digest" the material filed on the issue on or before June 9, the deadline. This, he went on in his forecast, should be followed by "certain limited hearings" on the issue to be called by the FCC. The expected FCC ruling in a year was regarded by Landis as the "maximum" time for such a step.

The "guts" of the Skiatron proposal to the FCC, according to Landis, was Skiatron's bid to utilize ultra high frequency and non-affiliated network very high frequency stations. The bulk of these stations, according to Landis, either are not in operation although authorized, or are operating at a deficit.

Levey, discussing other projects of his firm, said that government work this year is expected to increase substantially over the 1954 level. Levey also predicted that Skiatron would finish this year well in the black. He said a program of further diversification and expansion of manufacturing facilities is an important part of the company's plans for the future, and that Skiatron is actively considering the possible acquisition of other companies in the electronics field.

RKO Theatres Buys

(Continued from page 1)

pursuant to options dated May 31, 1955.

As a result RKO Theatres now has outstanding 3,219,336 shares, including approximately 70,000 shares held in the treasury under the corporation's employee stock option plan.

Announcement of the stock purchase shed light on recent heavy trading in RKO Theatres' stock on the New York Stock Exchange. The market activity was unexplained over a period of several heavy trading sessions which saw the price of the issue rise around two points per share.

WILL SACRIFICE . . . COMPLETE
EXECUTONE
COMMUNICATION SYSTEM
Includes cable and junction boxes for 11 offices. Used only 1 year. Phone Mr. E. GROSSMAN, MU 8-5365.

McGee Urges More Product

(Continued from page 1)

sored Exhibitors Film Financial Group and said that the 24-picture, $300,000,000 estimate had been determined as the result of a study made by Al Sindlinger, head of Sindlinger & Co., business analysts. McGee quoted Sindlinger as saying that the industry will lose $18,000,000 in potential revenue in the month of June because of the lack of two additional pictures of box-office merit.

Asserting that the industry today is living on about 20 per cent of the population, McGee said that "a large part of this approximate 30,000,000 segment of our population would go more often and buy more tickets, if our producers would provide the opportunity." EFFG, he added, was designed to provide "first money" financing for reputable producers.

McGee said that Cooper Foundation had authorized him to subscribe for $10,000 in EFFG stock and that the quota for the Denver exchange area was $50,000. He explained a method by which exhibitors who felt that they couldn't afford $50 or $100 in subscriptions could contribute to the cause. The suggestion, he said, came from Robert Livingston, president of the Nebraska Theatre Association. Livingston is urging theatre men of Nebraska to run an extra show or two, possibly a kiddie program in the summer or a special midnight "spook" show, with the view of donating the profits of such special shows to the Nebraska association, the funds to be earmarked for the purchase of stock in EFFG.

Separate Trust Suggested

"The stock would then stay in the exhibitor association," McGee said, "or Livingston suggests it might be prudent planning to set up a separate trust in the hands of respected exhibitors who would keep the record of subscriptions from the various theatres and pro-rate the return."

McGee asserted that EFFG does not expect to make a big profit. He said that Sam Pinanski, EFFG president, hoped that it could be managed, however, so that the pool could be increased through profits from its investments and this, augmented with bank funds, could "reach tremendous proportions."

"It would be wonderful," McGee said, "if over a period of time, the pool could reach $25,000,000 or $30,000,000, and this is not too fanciful. Such a credit pool would stimulate production to the point where we exhibitors wouldn't have to worry about shortage of film, free television, pay-as-you-see television or any of the many other bogey-visions which are present or which loom in the future."

McGee said that "our own worst enemies are ourselves" and that "we are too short-sighted." He contended that it was time for exhibition and production to stop "railing at each other" and, instead, to start working together to create better conditions for all. That additional estimated $300,000,000 gross would "permit us to modernize our theatres, compete with living room armchairs and the small television screen, whether on a free or subscription basis," McGee concluded.

Compo May Seek Further Tax Relief

SANTA FE, N. M., June 14.— If the political winds seem "propitious," the Council of Motion Picture Organizations will seek further relief from the excise tax, according to Pat McGee, vice-president of Theatre Owners of America and co-chairman of COMPO's tax relief committee. Speaking at the annual convention of the New Mexico Theatre Owners Association here, McGee said that he and Col. H. A. Cole, the other co-chairman of the COMPO tax group along with Robert Coyne, COMPO special counsel, were planning some strategy for the next Congress. There is no definite plan at present, he said, "but several avenues are being explored."

Audience Polls

(Continued from page 1)

50,786 votes were cast in nine theatres. In the Canton poll, 18,000 votes were cast in nine theatres. Results of other polls cited in the brochure were those of the Arkansas Independent Theatres, with 109,56 votes in 102 theatres, and the Interstate Circuit of Texas, with 28,450 votes in seven towns.

Ricketson said: "The first audience poll which we carried out almost three years ago in more than 80 theatres in Fox Inter-Mountain convinced me that this plan could excite the public about motion pictures as no other activity has ever done. The reaction on the part of our managers was unanimously enthusiastic as they reported that their patrons were overwhelmingly in favor of such a poll."

Tells of 'United Effort'

Russell said: "This poll was conducted with excellent results. Circuit and independent exhibitors joined together in a united effort to make it work. In this city where newspaper space comes the hard way we found the welcome mat out."

Hillside Appeal Case Under Advisement

The U.S. Circuit Court of Appeals here yesterday took under advisement the appeal arguments in the Hillside Amusement Corp. case. The Hillside company, which operates the Mayfair Theatre in Hillside, N. J., claimed that it was charged higher film rentals than those paid by competitive circuit houses. Hillside appealed the dismissal of the action by the Federal District Court.

Louis Nizer represented the defendants and John Harlan Amen was the counsel for the plaintiff.

IATSE Affiliation For Publicists Guild

HOLLYWOOD, June 14. — Nat James, president of the Publicists Guild, today disclosed that the membership voted 170 to eight in favor of affiliating with the IATSE, and that application for IATSE charter has been filed. The guild, organized in 1937, has operated without affiliation for the past 10 years.

National Pre-Selling

UI's "The Shrike" will have the added support of an extensive advertising campaign in national magazines. During July, August, and September, color ads on "The Shrike" will appear in "Life," "Look," "Woman's Home Companion," "Redbook," "True Story," "True Romance," "True Confessions," "True Love Stories," "True Experience," "Photoplay," "TV Radio Mirror," and "Motion Picture."

•

A full color reproduction of a magnificent painting of Elizabeth Taylor from a scene in MGM's "Mary Anne" appears on a two-page spread in the June issue of "Woman's Home Companion." The picture acts as an introduction to the condensation of the novel "Mary Anne" which appears in the issue. It was written by Daphne Du Maurier, author of "Rebecca." Elizabeth Taylor also appears on the front cover along with mention of her new role in "Mary Anne."

•

A striking ad on UI's "This Island Earth" appears in the June 24 issue of "Collier's." It is a two-page spread in color. On the lower part of the ad is a listing of some of the theatres in 46 states which will play "This Island Earth." More than 800 theatres are listed, many of them opening the picture today.

•

Louella Parsons interviewed Joanne Dru and John Ireland for the June 12 issue of "Pictorial Review." John Ireland's next release is "Queen Bee" co-starring Joan Crawford. Joanne Dru's next film is "The Darkest Hour," with Alan Ladd.

•

The full color front cover of "Look's" June 28 issue is devoted to Elizabeth Taylor and her two children. In the issue is a pictorial story of Elizabeth's two children and her husband Michael Wilding. Her next picture is Warner's "Giant."

•

RKO's "The Conqueror" has the benefit of the center spread in the July issue of "Movie Prevue" magazine. The attractive spread bleeds on four sides and is followed with a story on "The Conqueror" which stars Susan Hayward and John Wayne.

In the same issue Howard Dietz, vice-president of MGM in charge of advertising, publicity and exploitation, is quoted thusly:

"It is not the function of film companies to teach or preach. It is their job to provide entertainment, which enables them to stay in business. But if, along the line, certain powerful dramatic stories carry contemporary social impact, I regard that as highly desirable."

•

To illustrate Howard Dietz's thought, "Movie Preview" has printed photos and short descriptions of 12 pictures that had both social impact and box office success.

•

An attractive color ad on UI's "Foxfire" appeared in the June 12 issue of "American Weekly."

WALTER HAAS

Joint Meetings

(Continued from page 1)

blatt, domestic sales manager of RKO Radio Pictures.

Montague, in a statement issued after the meeting, declared "on certain topics, such as national sales policies; continuity of product; the selling to small theatres on an equitable, flat rental basis, and the development of new personalities, I was in complete agreement with the committee.

"I was able to assure them," Montague continued, "that Columbia Pictures would lend every possible effort to further these policies in complete cooperation with their respective groups."

Greenblatt, interviewed following his afternoon meeting with the committee, described the session as "very amicable." Asked if the committee made any special plea on the problems of small theatres, he responded with the statement that RKO has always been concerned with the problems of exhibition.

Meets With Reagan

Following the morning meeting with Montague and the afternoon meeting with Greenblatt, the committee met later in the day with Reagan. It is understood that M-G-M may make a statement today on the meeting.

The series of conferences with company presidents and/or their sales executives represents the first consequences of the joint action by the two national exhibitor organizations. The committee, members of which are remaining in New York today, have completed conferences on an individual company basis with five of the slated seven film companies. Meetings with Warner Brothers and Universal-International are slated in 10 days or two weeks.

Montague in his statement brought up the arbitration issue, stating, "I did not agree that I would participate in arbitration of film rentals. I urged," Montague added, "a reconsideration of Allied's position on both concilation and arbitration."

Columbia's vice-president prefaced his remarks by declaring "I was delighted to sit in constructive session today with the representatives of TOA and Allied. The forthright approach and sincerity which each one of the men brought to our meeting was most gratifying. Any such meeting with outstanding leaders of exhibition always can represent a forward step."

Referring to the print problem, Montague said "I explained most thoroughly the tremendous economic problem involved. I respectfully asked for the group's thinking and advice so that a sounder, more economical basis of print purchase—especially on CinemaScope pictures—could be arrived at.

"I am hopeful," the statement concluded, "that meetings of this nature between representatives of the various branches of our industry will produce a working arrangement under which we can all live in harmonious relations. It is far better that these problems be discussed in the confines of an intra-industry session than in the public press or in the legislative halls," he added, apparently referring to Allied consideration of appeals to Federal agencies for trade relief action.

Greenblatt, asked if he made any promises of relief for RKO Radio Pictures, responded that "No promises were made" and "no promises were asked for." He said the "pattern" of the meeting followed the outlines of the committee's meetings with 20th Century-Fox and Paramount Pictures, as reported in the trade press earlier. He said a formal statement may be issued by RKO Radio on the results of the meeting.

Members of the committee will hold a joint meeting her today before departing for their respective headquarters. It is understood the joint meet today will assay the result of the series of meetings and map future plans.

Virginia MPTA Board Votes Support to Allied-TOA Group

OLD POINT COMFORT, Va., June 14.—The board of directors of the Virginia Motion Picture Theatre Association, meeting here today, unanimously voted support to the Joint Allied States-Theatre Owners of America Committee, saying, "We will support any practical moves to insure peace within the industry."

Kefauver Coast Guest

HOLLYWOOD, June 14. — Sen. Estes Kefauver, who tomorrow will begin hearings on the cause of juvenile delinquency, will meet with the National Society of Television Producers on Friday at noon in the Bit-O-Sweden Restaurant here.

"Not As a Stranger"

(Continued from page 1)

deserve high praise are Gloria Grahame and Myron McCormick and, in a brief sequence, Lon Chaney.

Kramer has stressed clinical authenticity in unfolding the hospital aspects and it is quite evident that he had expert technical direction. Seldom, if ever, in a fictional film has an audience been shown a throbbing heart under a surgeon's scalpel. This is seen in a dramatic sequence near the end of the picture.

Whether the story is a veiled indictment of the medical profession is a matter of personal interpretation. The great advances in the healing profession are vividly portrayed, but the fact that students are well grounded in the mercenary angles, insofar as the school involved is concerned, is pointed up sharply.

As a box-office attraction in metropolitan centers, "Not As a Stranger" should meet all expectations. In smaller communities, the results should be in line with the efforts put behind it to capitalize on one of the biggest selling books in modern publishing history.

THE story deals with a young medical student, Mitchum, whose passionate desire to become a doctor causes him to sidetrack all diversions. The two persons who appreciate and understand his total absorption are Sinatra, his light-hearted roommate, and Miss de Havilland, the Swedish, head operating nurse at the hospital. When efforts fail to raise money to complete his education, Mitchum courts the nurse because he knows she has saved considerable money. She agrees to pay Mitchum's tuition and, eventually they marry. Sinatra is aware of his roommate's motives and for a time there is a feud between them. But they continue as friends through their interneship during which they treat all types of patients.

Finally, Mitchum becomes assistant to Bickford, a general practitioner in a small town. Here, Mitchum becomes involved emotionally with a young widow, Miss Grahame. That affair plus the fact that Mitchum does not want to have a family, even though his wife is keeping her pregnancy a secret from him, results in a separation. But when Mitchum makes a costly mistake in trying to save the life of Bickford who has suffered a heart attack, he and Miss de Havilland are re-united.

The picture is in black-and-white. Edna and Edward Anhalt wrote the screenplay from Morton Thompson's novel. Because of some frank talk on pregnancy and an occasional sequence of an intimate nature, plus a heavy theme, the picture probably could not be aimed for juvenile attention.

Running time, 135 minutes. Adult classification. For release in July.

AL STEEN

Quigley, Jr.

(Continued from page 1)

press corps also were among the guests of the Variety Tent at the luncheon.

Barker Louis Elliman paid tribute to Quigley as a friend of the motion picture industry in this country during the war when the Irish Neutrality Act created film supply difficulties for Irish theatres.

Tonight, at the National University, under sponsorship of the National Film Institute, Quigley addressed an audience of priests, students and graduates on the subject of morals in motion pictures.

Leaves for London

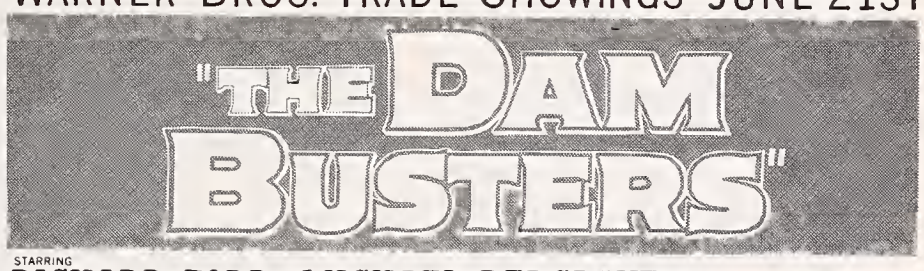
Quigley left here later for London, where he will present the Quigley Overseas Showmanship Award for 1954 to David B. Williams, winner in the annual competition sponsored by the Managers Round Table of "The Herald." From London, Quigley goes to Rome to attend the convention of Titanus Films, June 20-23.

Reciprocal Trade Bill Passes House

WASHINGTON, June 14.—The House approved a House-Senate conference bill extending the reciprocal trade agreement program for another three years.

The vote was 347 to 54. The Senate is scheduled to approve the bill tomorrow, sending it to the White House Film production officials have been strong supporters of extending the Trade Act.

WARNER BROS. TRADE SHOWINGS JUNE 21ST



STARRING
RICHARD TODD · MICHAEL REDGRAVE WITH URSULA JEANS · BASIL SYDNEY
PATRICK BARR · ERNEST CLARK · DEREK FARR · SCREEN PLAY BY R. C. SHERRIFF · DIRECTED BY MICHAEL ANDERSON PRESENTED BY WARNER BROS.

ALBANY
20th Century Fox Sc. Rm.
1052 Broadway • 2:00 P.M.

ATLANTA
20th Century Fox Sc. Rm.
197 Walton St. N.W. • 2:00 P.M..

BOSTON
20th Century Fox Sc. Rm.
105 Broadway • 2:00 P.M..

BUFFALO
Paramount Sc. Rm. . Rm.
464 Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century Fox Sc. Rm.
308 S. Church St. • 1:00 P.M.

CHICAGO
Warner Screening Room
1307 S. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Sc. Rm.
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
20th Century Fox Sc. Rm.
2219 Payne Ave. • 2:00 P.M.

DALLAS
20th Century Fox Sc. Rm.
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Sc. Rm.
2100 Stout St. • 2:00 P.M.

DES MOINES
20th Century Fox Sc. Rm.
1300 High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Coss Ave. • 2:00 P.M.

INDIANAPOLIS
Universal Sc. Room
517 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century Fox Sc. Rm.
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Sc. Rm.
2025 Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century Fox Sc. Rm.
151 Vance Ave. • 12:15 P.M.

MILWAUKEE
Warner Theatre Sc. Rm.
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Sc. Rm.
1000 Currie Ave. N. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Rm.
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century Fox Sc. Rm.
200 S. Liberty St. • 2:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA
20th Century Fox Sc. Rm.
10 North Lee St. • 10:00 A.M.

OMAHA
20th Century Fox Sc. Rm.
1502 Davenport St. • 1:30 P.M.

PHILADELPHIA
Warner Sc. Rm.
230 N. 13 St. • 2:00 P.M.

PITTSBURGH
20th Century Fox Sc. Rm.
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Star Sc. Rm.
925 N.W. 19th Ave. • 2:00 P.M.

SALT LAKE CITY
20th Century Fox Sc. Rm.
316 East 1st South • 1:00 P.M.

SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Modern Theatre
2400 Third Ave. • 10:30 A.M.

ST. LOUIS
Sterence Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Bldg.
13th and E. Sts., N.W. • 1:30 P.M.

First '55 Quarter

Big Spurt in Film Exports, Equipment

From THE DAILY Bureau

WASHINGTON, June 14.—Exports of motion picture film and equipment in the first quarter of 1955 were 36 per cent ahead of the shipments in the comparable 1954 period, the Commerce Department reported.

Film chief Nathan D. Golden said the gains covered every field—exposed feature films, rawstock and equipment. Value of shipments in the first quarter of this year was put at $11,372,066, compared with $8,326,675 for the like 1954 period.

Exports of exposed or developed motion picture feature films amounted to 91,593,905 linear feet, valued at $3,604,538, in the 1955 quarter, compared with 68,666,099 feet valued at $2,586,064 in the 1954 quarter. Sharpest gain came in exports of 35mm. positive exposed feature films, which rose from 59,229,090 feet valued at $2,215,290 to 79,839,115 feet valued at $3,177,060. Shipments of 16mm. positive and 35mm. negative feature films rose slightly, while shipments of 16mm. negative features rose in terms of linear feet but dropped in dollar value.

Rawstock Total Rises

Rawstock shipments increased from 81,106,350 feet valued at $2,261,520 in the first quarter of last year to 134,425,324 feet valued at $3,902,906 this year. Every category of film shared in the increase except 8mm. positive film.

In the equipment field, largest gain came in shipments of cameras. Exports of 8mm., 16mm., and 35mm. cameras increased from 7,695 valued at $415,471 last year to 9,731, valued at $618,316 this year. Other increases were chalked up for 16mm. silent projectors, 8mm. projectors, studio equipment, arc lamps, and sound recording and reproducing equipment. Shipments fell with respect to 35mm. projectors, 16mm. sound projectors, and motion picture screens.

Salt Lake Outing

SALT LAKE CITY, June 14.—The annual motion picture "roundup" of the Salt Lake area was held here today, sponsored by Variety Club Tent No. 38. More than 125 Western theatremen participated.

Private Show for Ill Showman

NASHVILLE, June 14.—A complete performance by local professional talent was staged at the Belle Meade Theatre here with only one observer, Edwin J. Jordan, manager. The occasion was his 15th anniversary as manager, also his birthday. Because of recent illness, Jordan was wheeled into the theatre in a wheel chair. Theatre personnel sang birthday greetings while a cake with 15 candles was cut.

Review

"You're Never Too Young"

(Paramount)
(VistaVision)

AN exhibitor can go all the way in guaranteeing his patrons 102 minutes of hilarious fun with "You're Never Too Young." The term "laugh riot" has been a cliche in this business ever since the Keystone cops used to fall over each other in Mack Sennett comedies, but a better description would be hard to concoct for this one.

Producer Paul Jones and director Norman Taurog, who were responsible for previous Martin and Lewis productions, such as "The Caddy" and "Living It Up," teamed up again to deliver this one with the same stars and again they came through with—another pardonable cliche—flying colors. The VistaVision process plus color by Technicolor gave additional production values to a picture which is loaded with them.

The musical numbers are still other plus values. Outstanding are "Simpatico," "Love Is All That Matters" and "I Like to Hike," all the works of Sammy Cahn and Arthur Schwartz.

The screenplay by Sidney Sheldon gives Lewis plenty of opportunity to display his versatility, while Martin plays his role straight with his usual competence. His several song numbers are rendered effectively. The story was based on a play by Edward Francis Child, from an original by Fannie Kilbourne.

As an apprentice barber in a Los Angeles hotel, Lewis gives Martin a rather difficult time. Martin and Diana Lynn are ending a brief vacation in Los Angeles, having gone there from Oregon where they are instructors in a girls' school. A thief, Raymond Burr, also guilty of murder, has stolen a valuable diamond and when the police block off the hotel, Burr slips the gem first into Martin's pocket and then into Lewis'. Then comes the pursuit which provides the major portion of the fun. Lewis disguises himself as a youngster in a sailor suit, lands in Miss Lynn's train compartment, arrives at the girls' school and goes through a series of situations, dance routines and general hilarity which should keep the most staid audiences in mild or violent hysterics.

A motor boat chase on a mountain lake, with Lewis on water skiis, is a rip-roaring climax. This modernized version of the Keystone cop chase is as funny as ever.

The exhibitor can sell this freely and happily, certain that his patrons will have a good time.

Others in the cast are Nina Foch, Veda Ann Borg, Mitzi McCall, Romo Vincent, Margery Maude, Milton Frome and Nancy Kulp, to name only a few in a large cast.

Running time, 102 minutes. General classification. For release in August.

Smalley Files Second Anti-Trust Action

Special to THE DAILY

ALBANY, June 14.—A $1,500,000 treble damage anti-trust suit has been instituted in Federal Court at Utica by Smalley Chain Theatres, Inc., Smalley Theatres, Inc. and Smalley Johnstown Theatre Corp. against Schine Chain Theatres, Inc., three Schine subsidiaries, J. Myer and Louis W. Schine, and the eight major distributors.

It alleges that the plaintiffs "have been deprived of the product of the producer distributor defendants for its Smalley Theatre in Johnstown."

Leonard L. Rosenthal of Albany is attorney for the plaintiffs. Smalley Theatres, Inc. and Smalley Norwich Theatre Corp. last summer brought a $2,250,000 anti-trust action against the same defendants. This action is pending, a general denial on behalf of the Schine defendants having recently been filed. The distributor defendants filed denials some time ago.

Variety Club Lunch Set for June 30

The fourth and final Variety Club of New York luncheon-meeting of the season has been scheduled for June 30 at Toots Shor's. Luncheon chairman Larry Morris announced yesterday that Walt Framer of Walt Framer Productions is arranging the program. Among those who will appear are Warren Hull of "Strike It Rich" and Bess Myerson, Randy Merriman, and Betty Ann Grove of "The Big Payoff," Framer is the producer of both shows.

TOA Convention Committee Named

The executive committee for Theatre Owners of America's annual convention in Los Angeles on Oct. 6-9 has been completed by TOA. The three co-chairmen, previously announced, are Ernest Stellings, Charlotte; Lester Kropp, St. Louis, and Joseph Rosenfield, Spokane, Wash.

Committee members are: Carl E. Anderson, Kalispell, Mont.; A. Julian Brylawski, Washington; James S. Carbery, Little Rock, Ark.; C. A. Dandelake, Tarboro, N. C.; Edward L. Fabian, New York City; Edward M. Fay, Providence, R. I.; Nathan Flexer, Waverly, Tenn.; Albert Forman, Portland, Ore.; George J. Gammell, Buffalo; Jerry Gold, Pahokee, Fla.; Nathan Greer, Santa Fe, N. Mex.; L. S. Hamm, San Francisco; Ed. Harris, Neosho, Mo.; Thomas James, St. Louis; Richard M. Kennedy, Birmingham, Ala.; George G. Kerasotes, Springfield, Ill.; Harry Lamont, Albany; R. R. Livingston, Lincoln, Neb.; Arthur H. Lockwood, Boston; Pat McGee, Denver; Maurice J. Miller, Passaic, N. J.; J. J. O'Leary, Scranton, Pa.; Henry Reeve, Menard, Texas; Maurice M. Saffle, Seattle; Morton C. Tune, Shelbyville, Tenn.; George H. Wilkinson, Jr., Wallingford, Conn.

Fox Boat Ride Today

Several hundred home office employees of 20th Century-Fox today will be on hand for the company's annual boatride and outing to Bear Montain sponsored by the Fox Family Club. Jack Miller is president. Chairman is Harry Reinhardt.

Eight Scheduled

Set Regional Meetings for Audience Poll

Exchange area meetings of exhibitors and branch managers are now being set up for all key cities for the organization of the Audience Awards campaign, it was announced yesterday by Robert W. Coyne, Council of Motion Picture Organizations special counsel, who is coordinating the campaign under the general direction of Elmer C. Rhoden, national campaign chairman.

Meetings have been set for June 22 in Denver and June 29 in New York City. Plans are under way for meetings to be held before June 30 in Boston, New Haven, Chicago, Los Angeles, San Francisco and Dallas. Meetings will follow in other exchange cities as soon as they can be arranged.

To Talk in Virginia

Coyne will address the annual convention of the Virginia Theatre Owners Association at Old Point Comfort, Va. tomorrow. He will urge all Virginia exhibitors to participate in the poll and to attend an exchange area meeting to be held later in Washington. A. Julian Brylawski, president of the Motion Picture Theatre Owners of Washington, is making arrangements for the forthcoming Washington meeting.

Brochures explaining the poll have been distributed to all exhibitors of the country through National Screen Service. Press books on the poll are in production.

Austrian Coast Head For Du Mont Labs.

Ralph B. Austrian, active in the radio, film and television fields since 1927, has been named West Coast manager for Allen B. Du Mont Laboratories, it has been disclosed by William B. Kelley, Du Mont vice-president and general manager. Austrian will have his offices in the company's Los Angeles headquarters.

Austrian will supervise all of Du Mont's Coast activities, including the sale of television receivers, electronic instruments, transmitter products, mobile equipment, and tube sales, as well government contract, research and development work.

Buffalo Merchants Honor MacKenna

BUFFALO, June 14.—George H. MacKenna, managing director, Basil's Lafayette, today was elected president of the Main Street Association, which includes in its membership most of this city's top mercantile executives. It is the first time in its long history that the Association has elected a theatre man to its presidency.

MacKenna recently signed a long term contract with Basil Enterprises which continues him as managing director of the Lafayette until 1960.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 117 NEW YORK, U. S. A., THURSDAY, JUNE 16, 1955 TEN CENTS

Await Ruling

Ask More Time For Replies On Toll TV

Exhibitors' Committee Meets in D.C. Today

From THE DAILY Bureau

WASHINGTON, June 15.—Requests for an extension of the July 11 deadline for filing answers to the comments on subscription television now before the Federal Communications Commission have been made by several organizations and are awaiting an FCC decision.

A suggested date for a new deadline is July 31, but it has not yet been approved by the FCC.

The Committee Against Toll TV,

(*Continued on page 2*)

Stanton Says 5% Could Make 95% Pay for TV Show

The possible impact of subscription television on the free access to a popular TV program was stressed Tuesday night by Dr. Frank Stanton, president of Columbia Broadcasting System, in a "pro-and-con" discussion of the subject on Ed Murrow's "See It Now" telecast on the CBS network. In answer to toll TV proponents' contention that the public should be permitted to decide whether pay-as-you-see video should be authorized, Doctor Stanton stated that about

(*Continued on page 7*)

Johnson Reports on Spain, Germany

A report on the deadlocked Spanish negotiations and the German situation was made here yesterday by Griffith Johnson, vice-president of the Motion Picture Export Association, at a meeting of the MPEA foreign managers committee.

Johnson, who recently returned from a trip to Madrid and Frankfurt, gave what was described as a first-hand account of his negotiations in Madrid.

N. E. Trucker Strike Is On

Special to THE DAILY

BOSTON, June 15.—A teamsters' strike in three New England States went into effect last night, as film exchange officials here voiced hopes that their preparations will cover all accounts, barring a lengthy walk-out.

In anticipation of the strike affecting trucking in Massachusetts, Rhode Island and Connecticut, film exchanges sent ahead as many prints as possible. Despite previous preparations, film exchange men acknowledged that it may be necessary for managers to transfer, re-circuit or even juggle the prints from theatre to theatre during the emergency.

Railway Express and the bus lines will not be called in for emergency handling, as they are refusing to accept additional deliveries. Drivers in Maine, New Hampshire and Vermont are not involved in the strike as their contracts do not expire until August.

The dispute between drivers of Lo-

(*Continued on page 7*)

Six-Year Limitation On Trust Suits Voted

From THE DAILY Bureau

WASHINGTON, June 15. — A Senate judiciary subcommittee has voted to set a uniform six-year Federal statute of limitations on private treble damage suits.

The bill goes before the full committee in the next week or two. The House has approved a four-year Federal statute. At present, the time

(*Continued on page 7*)

Refuse Senate Site For Mitchell Film

From THE DAILY Bureau

WASHINGTON, June 15.—The Senate Rules Committee said it had refused to allow scenes for a motion picture story to be filmed in the Senate chamber.

The film dealt with the court martial of General Billy Mitchell. Chairman Green (D., R. I.) said the request came from "Pathe News," and refused to give any reason for the Rules Committee decision.

Warner Bros. has placed in production a film on the life of Gen. Billy Mitchell. Warner-Pathe News is a subsidiary of the company.

Ohio Censor Bill Attacked

Special to THE DAILY

COLUMBUS, O., June 15. — The Ohio Censor Board is "indictable" for its "star chamber" proceedings of the past, Rep. Edmund James, chairman of House Judiciary Subcommittee, told the Senate Education Committee hearing the administration's film censorship bill. He said the board acted "erroneously" on many occasions.

James criticized "excessive" censor fees of the past and praised the cooperation of the film industry in hearings on bill. He singled out Robert

(*Continued on page 7*)

Ultimate Goal

HarmonyHope VoicedbyTOA, Allied Group

Forecast Other Meets 'As Soon as Possible'

By MURRAY HOROWITZ

Hope that the individual film company meetings "will ultimately bring about peace and harmony" in the industry was voiced here yesterday in a joint statement by Rube Shor, president of Allied States, and E. D. Martin, president of Theatre Owners of America.

The three-paragraph statement, issued after the round of conferences held by the Joint Allied-TOA Committee with distribution companies here, said "it is the intention of the committee to meet with all other producing and distribut-

(*Continued on page 2*)

Judge Knight Dies; Schine Case May Have to Be Re-Tried

Special to THE DAILY

BUFFALO, June 15.—Federal Judge John R. Knight, who presided at the three-month criminal contempt trial of Schine Chain Theatres and 14 other defendants, died today, which means that the Schine trial may have to be held all over again unless Schine "stipulates" all the evidence in the

(*Continued on page 7*)

Martin Finds Ga. Grosses About Same

Martin Theatres' grosses in the Georgia area are about the same for the current period as last year, although there has been an attendance drop, E. D. Martin, president, stated here before his return to Columbus, Ga., last night.

Martin attributed the level of grosses to the reduction in the admission tax and the higher prices charged for some pictures. Martin said that following his return home he will begin a week's vacation at Sea Island, Ga.

To Coordinate Activities

Compo Names 124 to Area Audience Awards Posts

Robert W. Coyne, special counsel for COMPO, yesterday announced the appointment of 124 industry leaders as members of exchange area committees for the Audience Awards election to be held Nov. 17 to 27. These committees will coordinate poll activities, within their respective areas. Regional meetings arranged for these committees will be held this month in most of the principal exchange areas of the country.

Members of the committees are:

Albany: Harry Lament; Raymond S. Smith of Warner Bros.; Louis Schine of Gloversville.

Atlanta: E. D. Martin of Columbus; Robert B. Wilby and Emil Bernstecker, Atlanta; Alfred Starr, Nashville; Walter Morris, Knox-

(*Continued on page 7*)

Showmanship Award To Williams in UK

By PETER BURNUP

LONDON, June 15.—The Quigley Overseas Showmanship Award for 1954, today was presented to David B. Williams, winner of the annual competition sponsored by the Managers Round Table of "Motion Picture Herald." Presentation was made at

(*Continued on page 7*)

Personal Mention

JAY BONAFIELD, executive vice-president of RKO Pathe, and SIDNEY KRAMER, general sales manager, left here yesterday for Charleston, West Va.

•

ALLEN B. DU MONT, president of of Allen B. Du Mont Laboratories, yesterday received the honorary degree of Doctor of Science from New York University.

•

FRANK LYNCH, chief booker for Paramount in Albany N. Y., is the father of a daughter born there to MRS. LYNCH at Brady Maternity Hospital.

•

CHARLES T. ROSEN, son of SAMUEL ROSEN, executive vice-president of Stanley Warner Corp., graduated this week from Franklin and Marshall College, Lancaster, Pa.

•

NICK BRICKATES, Connecticut district manager for Stanley Warner Theatres, and MRS. BRICKATES are celebrating their 11th wedding anniversary.

•

AMERICO ABOAF, vice-president of Universal-International Films, has returned to New York from Europe and South Africa.

•

HAROLD BENNETT, manager of the National Screen Service office in Buffalo, is in Sisters Hospital there as a result of a heart attack.

•

ANNE WALKER, Columbia Pictures booker, and VIRGIL JONES, Warner Brothers booker, both of Cleveland, will be married on June 25, there.

•

HOWARD DIETZ, M-G-M vice-president, has arrived in Hollywood from Denver.

•

PETER GLENVILLE, British director, left here yesterday for London via B.O.A.C.

•

HARRY ROGOVIN, Columbia Pictures district manager, was in Oneida, N. Y., from Boston.

•

ROSEMARY CLOONEY left here yesterday aboard the "Queen Elizabeth" for England.

•

FORREST TUCKER has left here for Bermuda via B.O.A.C.

'Stranger' Preview At Capitol June 28

Stanley Kramer's "Not As a Stranger" will be accorded a gala preview performance by United Artists on June 28 at the Capitol Theatre here. Regular continuous performances of the film will begin the following morning, the same day on which the UA release will have its world premiere for the benefit of Mt. Sinai Hospital, at the Stanley Warner Theatre in Beverly Hills, Cal.

The film, produced and directed by Kramer, stars Olivia de Havilland, Robert Mitchum and Frank Sinatra.

Diner Competition

TORONTO, June 15. — A record for giveaways in the form of free refreshments was set by the Hamilton and Clappison drive-ins, Hamilton, Ont., operated by Dydzak Bros., when patrons received a hot dog, double Coca-Cola and a Borden's drumstick, the retail value of which totalled 55c, compared with the admission price of 65c.

$4,000,000 in Trust Suits Filed in R.I.

BOSTON, June 15. — Two antitrust cases have been filed in the U. S. District Court of Rhode Island, each claiming trebled damages for $2,000,000.

The first case is that of Elsa Amusement Co., Raymond F. Murphy, president, operating the Park Theatre, Woonsocket, R. I., against the RKO Rhode Island Corp., operators of the RKO Keith Albee Theatre, Providence; Loew's Theatre & Realty Corp., operators of Loew's State Theatre, Providence; C & F Theatre Co., operators of the Majestic, Fay's and Carleton Theatres, Providence, and the following distributors: RKO Radio, Loew's, Inc., Paramount Film Distributing Corp., 20th Century-Fox, Warner Brothers Pictures, United Artists, Universal, Columbia, Republic Pictures and Allied Artists.

The second case is that of the Bijou Amusement Co. operators of the Bijou Theatre, Woonsocket, Raymond F. Murphy, president, against the same defendants. In the first case the plaintiff charged improper runs and clearances, monopoly and conspiracy from 1945 to the present. In the second suit, the charges were the same, starting in 1938 to the present. Both cases were filled through the offices of George S. Ryan and W. Bradley Ryan of Boston.

Mayers Leaves Unity; Seidelman Now Head

Arche Mayers, founder of Unity Television Corp., has resigned as an officer and general manager of the company, simultaneously with the sale of Unity control to Joseph H. Seidelman and his associates. Seidelman has been named president.

Following a brief vacation, Mayers plans to leave for Hollywood to conclude arrangements for release of three new syndicated half-hour programs.

Form Canadian Unit Of Screen Gems

Formation of Screen Gems of Canada, Ltd., was announced by Ralph M. Cohn, vice-president and general manager of Screen Gems, Inc., television subsidiary of Columbia Pictures.

The new company will be headed by Telepix's top executives, Joseph Dunkelman and Lloyd Burns. The main office will be in Toronto. Additional sales offices will be maintained in Montreal and Vancouver.

To Stress Marketing At Fox Sales Meet

Flexibility of marketing and promotional policy to meet the particular requirements of exhibitors in large and small situations will be underscored at 20th Century-Fox two-day national sales convention which will get under way here tomorrow.

The conference, called by executive assistant general sales manager W. C. Gehring, will seek to develop a merchandising blueprint to serve the mutual interests of 20th Century-Fox and its exhibitor customers, Gehring said.

Discussions also will cover current industry problems concerning product, and the continuing competition from free home television.

Greater stress on showmanship to meet the demands of the current market will be placed by the assembled United States and Canadian sales executives with the company's upcoming 13 attractions between July and December serving as examples, it was said.

The deliberations will be aided by a presentation of advertising, publicity and exploitation plans on the six-month product line-up by vice-president Charles Einfeld.

Hyman Holds AB-PT Meeting in Buffalo

BUFFALO, June 15.—Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, is here for a meeting with circuit personnel and an inspection of AB-PT houses.

Hyman will preside at sessions tomorrow with Arthur Krolick, district manager for the Buffalo and Rochester areas; Charles B. Taylor, associate district manager; Edward Miller, manager of the Paramount; Ben J. Dargush, Center manager; Charles McKernan, manager of the Seneca, and Bill Colson, manager of the Niagara. Francis Anderson, Rochester city manager, also will attend. Al Sicignano, of the home office booking department, accompanied Hyman here.

Morgan Field Study Trips Scheduled

Oscar A. Morgan, Paramount sales manager for short subjects and newsreels, will begin a two-week trip Monday to advance his U.S. and Canadian market analysis tour in the hope of completing the survey by Aug. 31, at which time he will prepare a statement based on his findings. He has already visited the Southeast and Midwest. His last-phase trips are scheduled to start July 18 and Aug. 15.

Mitchum, Jacks Set Firm for UA Release

Bandito Productions has been formed by Robert Mitchum and Robert L. Jacks to produce for United Artists release, it was disclosed yesterday by Arthur B. Krim, president of UA.

The joint venture brings together under one banner DRM Productions, Inc., Mitchum's own company, and Robert L. Jacks Productions, Inc.

TOA, Allied

(*Continued from page* 1)

ing companies as soon as possible."

The committee, the statement began, "has completed" meetings with 20th Century-Fox, Paramount, Columbia, RKO Radio Pictures and M-G-M, "at which the grievances of exhibition and common problems of the industry were presented and discussed." The committee described the meetings as an "all-out effort by exhibition to seek solutions."

Two More Meetings Slated

The committee said it has meetings slated with Warner Brothers and Universal-International in about 10 days or two weeks. TOA president E. D. Martin, in response to a question, said other film companies would be included in the scheduled round of talks.

Martin, interviewed before yesterday's meeting of the joint committee, declined to make any expression of satisfaction or dissatisfaction with the outcome of the meetings already held.

In response to questions relating to TOA's position on arbitration, Martin said that TOA would issue a "white paper" in regard to trade practice problems after meetings had been held with all the companies.

As to whether the TOA board of directors would meet following completion of the round of film company conferences, Martin replied that will depend on the outcome of the conferences. He stressed that he could not spell out TOA policy at this time, nor draw any conclusions.

Charles Reagan, M-G-M vice-president and general sales manager, declined any comment yesterday in the wake of the joint committee's meeting with him the previous day. Statements and reports of the results of the committee's meetings with other film companies were carried in previous issues of MOTION PICTURE DAILY.

Martin, Shor and other members of the joint committee were scheduled to leave here for their respective headquarters yesterday.

Toll TV Replies

(*Continued from page* 1)

representing about 75 per cent of the nation's theatres, is scheduled to meet here today in the office of its counsel, Marcus Cohn. Scheduled to attend the meeting are Trueman T. Rembusch of Franklin, Ind., and Alfred Starr of Nashville, co-chairmen, and Robert Taplinger and Donald Walsh, public relations counsel, of New York.

The committee will discuss the various comments for and against toll TV which have been filed with the FCC and will plan the preparation of answers to opposing comments for filing with FCC in time for the July deadline.

'Chicago' Here June 20

Columbia Pictures' "Chicago Syndicate," will have its premiere at the Criterion Theatre here on June 20.

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People

Clint Young, district manager for the Schine circuit in the Geneva area, has resigned and has been succeeded by **Lou Hart**, formerly district manager for the same company in Watertown. Young is retiring from the industry.

¤

George Bulugerogas is new assistant booker for Universal in Albany, N. Y. Formerly employed in the auditing department of the State Tax Commission, he succeeds **John Capano**, who resigned to join Upstate Theatres, Inc., local buying-booking organization. Capano also owns the State Theatre in Troy.

¤

James Hart, booker for Columbia Pictures in Atlanta, is a candidate for the office of mayor of Union City, Ga.

¤

W. Robert Rich, for the past two years program director of television station WPIX here, has joined Associated Artists Productions as general sales manager of its TV division. He will assume his new duties immediately.

¤

Mrs. Virginia Bray, head biller at the Allied Artists exchange in Atlanta, has resigned to move to Montgomery, Ala.

¤

Gene Garden, shipper at Universal's Atlanta exchange, has been promoted to booker.

'Sinbad' Is Shown in West Memphis, Ark.

MEMPHIS, June 15. — "Son of Sinbad" opens tomorrow in West Memphis, Ark., but there may yet be a suit seeking a reversal of the film's Memphis ban. Attorney William Goodman, representing RKO-Radio, distributors of the film, said:

"We are still considering a suit against the Memphis and Shelby County board of censors, asking that the ban be reversed."

"Son of Sinbad," was first banned by the Memphis censors in April of 1954. On May 3 of this year, they viewed a newly edited version, bearing the Production Code seal, and again banned it.

On May 10, Goodman wrote censor chairman Binford requesting permission on behalf of RKO and Loew's State Theatre to show the film for adults only. Goodman pointed out that "a precedent has already been created" for adults-only showings ("Blackboard Jungle" was so shown at the State) and asked the precedent be followed.

On June 3, Chairman Binford saw the film a third time, this time in the company of Goodman and R. V. Reagin, Memphis branch manager for RKO.

After the third viewing, Goodman said, Chairman Binford said the film could be shown in Memphis only if all the dances were cut out, together with all the scenes in which any of the dancers appeared. RKO refused.

Review

"The Naked Heart"

(Associated Artists)

IN this lengthy discourse on the nature of young love, the talented Michele Morgan appears to be wasted. The picture attempts to portray a girl's awakening to love and her childlike reaction to its disappointments. However, it is rather repetitious and talky.

"The Naked Heart" takes place in a rural Canadian village where Miss Morgan returns after five years at school in a convent. Three men become interested in her but she has eyes only for a happy-go-lucky trapper who professes love for her only to woo the next girl he sees. Her discovery of this leads to disillusionment and bitterness.

Also just returned to the town is Kieron Moore who uses his home as a hideout from the police. He too starts a flirtation with the young lady but it turns into sincere love. The third man is Miss Morgan's childhood playmate who has loved her through the years but who is now considered by her only as a good friend. The outcome of this quadrangle is fairly obvious and too long in coming.

Some of the best scenes in the picture are provided by the Canadian background. Some beautiful shots of the hazards of snow and ice are captured excitingly and it's unfortunate the rest of the film is not of the same high quality.

Despite her material, Miss Morgan still manages to impress with her sensitive acting. Francoise Rosay, another fine French actress, has very little to do. The three gentlemen involved, Moore, Jack Watling and Philippe Lemaire (the trapper) are adequate in roles that are either unlikely or unlikable. The rest of the cast are partly British, partly French and the film is spoken in English.

Nelson Scott produced and Marc Allegret directed and wrote the screenplay.

Running time, 96 minutes. General classification.

House Group Okays New Customs Bill

From THE DAILY Bureau

WASHINGTON, June 15. — The House Ways and Means Committee approved the Administration's customs simplification bill.

Meanwhile, the Senate approved and sent to the White House the House-Senate compromise bill extending the reciprocal trade agreements program for three years. The State Department is reported preparing for another major international tariff-cutting session in Geneva in January.

The customs bill is designed to make it easier for importers to get items into the country. Main change is to revise the standards for valuing imported items. Another provision simlifies the method of figuring foreign currency conversion.

MGM Selects Panel For Final Workshop

SEATTLE, June 15.—On the panel for the 24th and final M-G-M Ticket-Selling Workshop to be held June 20 at the St. Francis Hotel, San Francisco, will be four representatives of major and independent theatre circuits, Mike Simons, M-G-M director of customer relations, announced.

On the final panel will be: Andrew J. Sullivan, city manager for Dixie Drive-In Theatres, Savannah, Ga.; Lou Brown, advertising, publicity and exploitation director for the Loew Poli New England Theatres in New Haven; Seymour Morris, head of advertising, publicity and exploitation for the Schine circuit at Gloversville, N. Y.; and Conrad Brady, publicity director for the Interstate circuit at Houston, Texas.

Tax Bill Signed

WASHINGTON, June 15.—President Eisenhower today signed into law a bill replacing retroactively two important provisions of last year's tax law. The provisions deal with reserve funds for future expenses and prepaid income.

TV's 1954 Revenue Showed 37% Increase

From THE DAILY Bureau

WASHINGTON, June 15.—Television broadcasting gross revenues in 1954 amounted to $593,000,000, the Federal Communications Commission reported today, a 37 per cent increase over the 1953 figure of $432,700,000.

Aggregate profits made by the television industry, before deductions for Federal income tax, amounted to $90,-300,000 in 1954, a 33 per cent jump over the 1953 total of $68,000,000.

Television broadcasting expenses also went up, with $502,700,000 spent in 1954, compared to $327,000,000 in the previous year.

The 1954 figures cover the four networks and 410 stations—16 stations owned and operated by the four networks, 92 pre-freeze stations and 302 post-freeze UHF and VHF stations. The 1953 figures include the 16 network stations, the 92 pre-freeze stations and only 226 UHF and VHF post-freeze stations.

The four television networks, including the operation of their 16 stations, doubled their profits in 1954, the FCC said. The networks reported profits of $18,000,000 in 1953, compared with $36,500,000 in 1954. Both figures are without Federal income tax deduction. Networks and their 16 stations accounted for about 52 per cent of the industry's total revenue, the Commission said.

Kefauver Hearings Probe Films Today

HOLLYWOOD, June 15.—Senator Kefauver, who opened hearings on the causes of juvenile delinquency today and will concentrate on motion pictures tomorrow, told the press, "The legitimate industry pretty largely avoids anything questionable. We find that the great majority of legitimate publishers, motion picture producers and television producers are anxious to cooperate in policing their industries to weed out any offensive and possibly dangerous influences in their product."

News Roundup

3,000,000th 'Stranger'

The 3,000,000th copy of Morton Thompson's "Not as a Stranger," was presented this week to United Artists, distributor of the Stanley Kramer production based on the book. Max E. Youngstein, vice-president of U. A., received the copy from Henry Hohns, general sales manager for Scribner's. "Not As a Stranger" will have its world premiere June 29, with simultaneous openings at the Capitol Theatre on Broadway and the Stanley-Warner Theatre in Beverly Hills, Calif.

¤

Gets Pa. Territory

Exploitation Productions, Inc., has been appointed to handle Gibraltar Pictures releases in Pennsylvania, Jack H. Harris, EPI head, announced. Six new American-made pictures are in the Gibraltar line up.

■

To Pick 'Miss Summertime'

"Miss Summertime," will be selected from a bevy of beautiful New York girls at noon today as a feature of the promotional campaign for the world premiere of "Summertime," the new United Artists picture to open at the Astor Theatre here on June 21, the first day of summer.

■

'Roberts' on Sullivan Show

Ed Sullivan on Sunday will devote his entire hour-long television show on CBS to one motion picture, Warner Brothers' "Mister Roberts." Henry Fonda, who has the title role in the film, and James Cagney, who plays the part of the captain, and Jack Lemmon, who is Ensign Pulver in the film, will appear in person on the Sullivan program, which is telecast over the network from New York, 8 to 9 P.M., EDT.

Hub Theatres Seek More News Space

BOSTON, June 15.—In an effort to get more space for motion picture news in the local newspapers, Boston theatres are negotiating with publishers to try to rectify the situation. Theatre interests are requesting a better representation of motion pictures, more pictorial and editorial space, more reviews and interviews with important film personalities in the weekly and Sunday sections.

As the result of two meetings with top executives of the Boston "Globe," which has a morning and afternoon edition plus a Sunday edition, the film representation has been increased in size over the past week, with more editorial space devoted to motion pictures and two-column cuts of stars instead of the former one-column cuts. The theatre interests are pressing for some of the radio, TV, legitimate houses, summer theatres, etc., to be pushed off the motion picture amusement page to make more room for items of interest to the public regarding films and their personalities.

"A GIANT AMONG THE LAUGH-GETTE

"Everything about this grand entertainment is awfully close to as good as a film can get! Customers will be keeping the seats dusted for you long after you first spell out 'Mister Roberts' on your marquee!"
MOTION PICTURE DAILY

"Excruciatingly funny, magnificently produced, masterfully directed and superbly enacted—bursting at the seams with every entertainment quality to assure it stratospheric business!" **BOXOFFICE**



"One of the best films in many years and one of the funniest. Its acclaim will spread far and wide!"
MOTION PICTURE EXHIBITOR

"A tremendously entertaining comedy-drama that will have moviegoers rocking with laughter in theatres across the nation for a long time to come! A whizz of a show!"
SHOWMEN'S TRADE REVIEW



"Vastly entertaining—will hit the movie-going public right between the eyes. A hilarious and sentimental saga—even better as a film than it was as a play!" **FILM DAILY**

FROM WARNER BROS. IN CINEMASCOPE WARNERCOLOR · STEREOPHONIC SOUND STARRING HENRY FONDA ·

Screen Play by FRANK NUGENT and JOSHUA LOGAN · Based on the play by THOMAS HEGGEN and JOSHUA LOGAN PRODUCED BY LELAND HAYW

! A BOXOFFICE BLOCKBUSTER!" HOLLYWOOD REPORTER

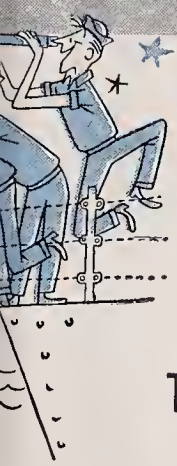
"A packed preview house, mostly a trade audience, oohed and ahed over the commercial possibilities! Rating: Excellent! The audience potential is enormous!"
MOTION PICTURE HERALD

"Will hang up one of the top grosses of this or any other year! Not only packed with good, sock belly laughs, but an exceptionally fine entertainment that will pack every theatre fortunate enough to get its play!" **HOLLYWOOD REPORTER**



ro Berts"

"One of the outstanding comedies of all times! Assured sock B.O. in all situations!" **FILM BULLETIN**



"From bestseller to hit play to click pic is the box-office parlay for 'Mister Roberts'. The kind of entertainment that means handsome grosses!"
VARIETY

"Here is a box-office smash hit! The rousing, belly-laugh kind of comedy that has become too rare these days. Patrons, laughing so hard they will cry, will rank it with the classic screen comedies!"
INDEPENDENT FILM JOURNAL

AMES
GNEY · WILLIAM POWELL · JACK LEMMON
Also starring
BETSY PALMER · WARD BOND · PHIL CAREY
irected by JOHN FORD and MERVYN LeROY
MUSIC COMPOSED AND CONDUCTED BY FRANZ WAXMAN

NEXT ATTRACTION RADIO CITY MUSIC HALL!

A GIANT OF A MAN... A GIANT OF A FILM!



HUNTER...
ADVENTURER...
FRONTIERSMAN...

From greatness like his, America marched into history!

With the box-office giant of "APACHE" and "VERA CRUZ"!

BURT LANCASTER as The KENTUCKIAN

in CINEMASCOPE

print by Technicolor





Also starring
DIANNE FOSTER
DIANA LYNN

with JOHN McINTIRE · UNA MERKEL · JOHN CARRADINE · JOHN LITEL and introducing WALTER MATTHAU and DONALD MacDONALD

Screenplay by A. B. GUTHRIE, JR. · Based upon the novel "The Gabriel Horn" By FELIX HOLT · Directed by BURT LANCASTER · Produced by HAROLD HECHT

GREAT SCREEN ACHIEVEMENT

NEW SCREEN

THRU

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 118 NEW YORK, U.S.A., FRIDAY, JUNE 17, 1955 TEN CENTS

'Anti' Group Meets

FCC Rejection Of Pay-to-See TV Predicted

Leaders See Disapproval Of Free Air Waves' Use

From THE DAILY Bureau

WASHINGTON, June 16.—Top officials of the Committee Against Pay-As-You-See Television expressed confidence, following a strategy meeting here today, that the Federal Communications Commission would turn thumbs down on toll television proposals.

They met to discuss plans for filing rebuttal comment next month to the pro-toll-TV briefs which were filed last week by proponents of the system. Deadline for replies is July 11, but may be extended.

Following the meeting, a statement was issued declaring that today's session was "exploratory in nature," and that the committee wanted to study further the briefs filed by Zenith, Skiatron and Telemeter before any state-

(*Continued on page 6*)

Columbia Directorate Sets 5-for-4 Split-up Of Common Stock

The board of directors of Columbia Pictures at a special meeting at the home office yesterday announced a stock split-up of the company's outstanding common of five shares for each four shares held. The record date for the split-up is June 30 and delivery date of the additional shares will be July 29.

For the current fiscal year the company's earnings are expected to

(*Continued on page 6*)

Hoffman Is President Of Virginia M.P.T.A.

Special to THE DAILY

OLD POINT COMFORT, Va., June 16.—The Virginia Motion Picture Theatre Association today elected the following officers for the next two years: president, Seymour Hoffman, Richmond; vice-presidents, R. G. Flanary, Jr., Richlands; Syd Gates, Norfolk; F. M. Westfall, Martinsville, and Morton G. Thalhimer, Jr., Richmond; secretary, Roy Richardson, Suffolk; treasurer, William Daalke, Jr.,

(*Continued on page 7*)

Says Some Critics Lack Code Facts

From THE DAILY Bureau

HOLLYWOOD, June 16.—When the Production Code Administration runs down complaints, it is found, sometimes, that the critics are familiar with neither the picture assailed nor the Production Code, PCA director Geoffrey Shurlock told the Senate Judiciary Subcommittee on Juvenile Delinquency here today.

"We find that critics judge us not by the standards of the Code, which are the only fair criteria, but by their likes or dislikes, by their own particular set of principles or beliefs, even by their prejudices," Shurlock said.

20th Splits South In Sales Alignment; Promotions for 5

Promotions in a realigned Southern sales territory for 20th Century-Fox were announced here yesterday, following conferences between W. C. Gehring, executive assistant general sales manager, and Harry G. Ballance, Southern division sales manager.

Under the realignment of the territory, the eight Southern branches have been divided into two sections, Southeast and Southwest, with four offices in each district. Ballance will head up the entire territory, including the new Houston offices to be opened July 1.

In charge of the new Southeast district will be Paul S. Wilson, presently assistant Southern division manager, headquartering in Atlanta. Offices under the jurisdiction are Atlanta,

(*Continued on page 3*)

Senate Group Told

HOLLYWOOD BACKS CODE'S PRINCIPLES

Producers Adhere Strictly to Regulations On Morality, MPAA Officials Tell Kefauver

From THE DAILY Bureau

HOLLYWOOD, June 16.—The motion picture industry has resisted the trend of the legitimate stage, magazines and books in presenting subjects dealing with the facets of human behavior, notably those dealing with sex matters, the U. S. Senate Judiciary Subcommittee on Juvenile Delinquency was assured here today.

The assertion was made by Roger Albright, director of the department of educational services of the Motion Picture Association of America, in a statement prepared for the hearings being conducted here by the subcommittee. The group also was addressed in statements by Geoffrey Shurlock, director of the Production Code Administration, and Gordon S. White, director of the Advertising Code Administration.

> **"We are not at the head of this parade; no indeed, in the middle of it," Albright said. "We are, in fact, far behind and are rather proud that we are."**

Albright declared that the production companies, through the Production Code and Advertising Code, had placed upon themselves definite restrictions in the interests of morality and decency. He said that over the years "we have adhered to these self-imposed restrictions and have thus eliminated from motion pictures many

(*Continued on page 6*)

'U' 6 Mos. Net At $2,014,960

Universal Pictures and subsidiary companies yesterday reported earnings for the 26 weeks ended April 30 of $2,014,960, after providing $1,830,000 for Federal taxes on income.

After dividends on the preferred stock, the result is equivalent to $1.87 per share on the 1,015,709 shares of common stock outstanding.

For the 26 weeks ended May 1,

(*Continued on page 6*)

Allied Asks Voice In Theatre Plans

From THE DAILY Bureau

WASHINGTON, June 16.—Allied States today sent the Justice Department its demand that exhibitors be notified and given a chance to submit evidence on proposed theatre acquisitions by the divorced circuits.

General counsel Abram F. Myers said he had put in the mail to Attor-

(*Continued on page 6*)

Church Writer Says Code Enforcement Has Been 'Relaxed'

From THE DAILY Bureau

HOLLYWOOD, June 16.—William H. Mooring, film and television editor of "Tidings," Los Angeles Catholic Archdioceasan weekly newspaper, and whose column, he said, is syndicated in 50 other Catholic newspapers in the U. S. and Canada, vigorously attacked Hollywood producers in an hour-long testimony before Senator Kefauver's subcommittee here today.

Although paying high tribute to the Production Code, which, he said in answer to a Kefauver inquiry, "in my opinion corresponds to the Ten Commandments on which it is based, and is a workable document that imposes no impediment to art, but helps

(*Continued on page 7*)

Convention Opens Today

Zanuck to Outline 20th Upcoming Films at Meet

The array of 20th Century-Fox product to be released through the end of the year will be described here by Darryl F. Zanuck, vice-president in charge of production, who flew in from the Coast for the company's two-day national sales convention opening this morning at the home office.

Zanuck will join president Spyros P. Skouras, executive assistant general sales manager W. C. Gehring, and vice-president Charles Einfeld as major speakers to the sales force.

In addition to discussing the 13 upcoming 20th-Fox releases, Zanuck will outline the company's program of acquiring major, pre-sold book and stage properties for CinemaScope filming.

The first day of the convention will be a closed meeting at which the

(*Continued on page 3*)

Personal Mention

WILLIAM J. HEINEMAN, United Artists vice-president in charge of distribution, will return to New York today from a two months' trip abroad.

•

BEBE DANIELS and BEN LYON celebrated their 25th wedding anniversary in London this week with a party at the Dorchester Hotel. The British Broadcasting Corp. gave a 60-minute program in their honor.

•

SANDRA ESTA SILVERSTONE, daughter of ARTHUR SILVERSTONE, assistant general sales manager of 20th Century-Fox, will be married on Sunday in Harrison, N. Y., to ROBERT L. STERN of New York.

•

BARBARA SILVERSTONE, daughter of MURRAY SILVERSTONE, president of 20th Century-Fox International Corp., will be married in Scarsdale today to MICHAEL GARRISON.

•

OSCAR A. DOOB and MRS. DOOB were in Syracuse from New York this week for the wedding of DONALD NEWHOUSE, of the "Jersey Journal," to SUSAN MARLEY.

•

NED CLARKE, foreign sales manager for Walt Disney Productions, will leave New York today via B.O.A.C. for England and the Continent.

•

LINDA DARNELL and her husband, PHILIP LIEBMAN, will return to New York aboard the "Queen Mary" on Tuesday from Europe.

•

RUDY BERGER, M-G-M Southern sales manager, has left here for Miami for a vacation and to recuperate from a recent illness.

•

WILLIAM MILLNER and BURTON HAYER, of the Jam Handy Organization, Detroit, were in Atlanta from there.

•

LOU STRICKLAND, president of Strickland Film Co., Atlanta, has returned there from Florida.

•

JOHN P. BYRNE, M-G-M Eastern sales manager, will return to New York today from Boston.

•

P. T. DANA, Universal Pictures Eastern sales manager, is in Pittsburgh from New York.

•

M. B. HOROWITZ, head of the Washington Circuit, Cleveland, has arrived in Israel from there.

Mack Gets Senate Nod for FCC Post

WASHINGTON, June 16. — The Senate Commerce Committee approved President Eisenhower's nomination of Richard A. Mack to be a member of the Federal Communications Commission.

The nomination must still be approved by the Senate itself. Mack, a Florida public utility commissioner, was named for a seven-year term starting July 1. He would succeed Frieda Hennock.

Lasky Cites 'Inspiration'

1st Nickelodeon's Golden Jubilee Marked in Pitts.

Special to THE DAILY

PITTSBURGH, June 16.—The late Senator John P. Harris, founder of America's first Nickelodeon in Pittsburgh in 1905, was eulogized by Pittsburgh's Mayor David L. Lawrence as "one of the all-time great men of this city" on the occasion of the 50th anniversary of the Nickelodeon, observed here this week.

Among those attending the festivities were John H. Harris, son of the founder and president of the Harris Amusement Enterprises; veteran producer Jesse L. Lasky; silent comic Chester Conklin; actor Dan Dailey and starlets Jarma Lewis and Anita Ekberg.

Lasky said that the Nickelodeon's success here was the main reason that he gave up managing vaudeville acts and switching to producing films in 1913, beginning with "The Squaw Man," which he and Sam Goldwyn made and Cecil B. DeMille directed.

Lasky noted that Harris' foresight and success with his Nickelodeon inspired such famed show business figures as Marcus Loew, Adolph Zukor and Harry Warner in building of cinema palaces and circuit chains.

The activities began with a luncheon in the Variety Club in Hotel William Penn, attended by hundreds of local civic and film leaders. Incidentally, John H. Harris was one of the 11 founders of the Variety Club, Tent One, in 1927, the first Variety Club in America.

Ceremonies were held later at the spot of the first Nickelodeon on Smithfield St. The site is now part of the Frank & Seder department store.

Following a dinner at the Duquesne Club, the Nickelodeon anniversary closed with personal appearances by the guests on the stage of the J. P. Harris Theatre, and the world premiere of M-G-M's "The Cobweb." Proceeds from the benefit performance went to the Variety Club's Roselia Foundling Hospital.

RKO Promotes Three In Foreign Dept.

The promotion of three RKO Radio Pictures home office employes, long associated with foreign operations, was announced here yesterday by Walter Branson, world-wide general sales manager.

Arthur Herskovitz has been designated manager of Peru and departed for that territory yesterday.

As sales assistants to Edwin J. Smith, Jr., assistant foreign sales manager, appointments have been made as follows: Melvin Danheiser, in charge of Latin America, the Far East and Australasia, and Milford I. Rydell, in charge of the United Kingdom and Europe.

'Miss Summertime' Picked for Premiere

Eighteen-year-old Georgia - Faye Kennedy has been proclaimed the "most beautiful girl in New York" and has been selected as "Miss Summertime" to reign over the premiere of United Artists' "Summertime" at the Astor Theatre here on Tuesday.

Miss Kennedy won over 30 finalists in a competition for the "Miss Summertime" title before a noon-hour crowd at the "Summertime" exhibit in Times Square. Her prize is a two-week vacation in Venice.

Drive-In Ruling Upheld

HARTFORD, June 16.—Common Pleas Court Judge John Clark Fitz-Gerald has refused to reverse a decision of the Glastonbury, Conn., zoning board which gave Jack Leitao, East Hartford, Conn., authority to build a drive-in theatre in that suburban Hartford town.

Report Talks Here On Schlesinger Deal

Negotiations between 20th Century-Fox and John Schlesinger for a controlling interest in the Schlesinger South African theatre circuit were reported to have been resumed here yesterday.

Both Schlesinger and president Spyros P. Skouras were said to have been closeted in negotiations on 20th-Fox's bid to purchase 90 per cent of the outstanding stock in the circuit to insure a market for its CinemaScope product in South Africa.

The principals could not be reached for comment.

Both Skouras and Schlesinger returned here yesterday from a brief Coast visit and are slated to leave for Johannesburg over the weekend, where they will join Donald Henderson, 20th-Fox vice-president and treasurer, who has been working on the projected deal there and in London for the past several weeks.

Chesapeake 'Holders See 'Matador'

To satisfy shareholder demand for tickets, Chesapeake Industries, put on three separate performances of its "shareholders' screening" here on Wednesday evening. More than 1,000 persons were in attendance at the 85th St. Trans-Lux Theatre to see "The Magnificent Matador."

The picture was processed in color by Pathe Laboratories, one of the Chesapeake companies. The shareholders, who came from four states, heard a talk by William C. MacMillen, Jr., president of Chesapeake. Questions on subsidiaries' products and services were answered by officials of the companies.

Move to Subpoena Purveyor of Films Banned in Ohio

Special to THE DAILY

COLUMBUS, O., June 16.—A subpoena for a mysterious "Mr. X," the man who arranged a screeing of film censor clips for the Ohio House Judiciary Committee, may be issued by Sen. Charles Mosher, chairman of the Senate Education Committee hearing the censorship bills, unless that individual appears Monday before the committee. R. M. Eyman, chief state censor, told Senator Mosher that he will attempt to locate "Mr. X" and have him testify.

Mrs. W. Andrew Martin, chairman of the Ohio Committee for Decent Films, told the Senate committee today that she had no knowledge of the origin of the films and denied that she had said that she could arrange showings of the censor clips throughout the state. Eyman said the screening was held without his knowledge. The clips included censored material from "The French Line" and several other films.

Some Employes Shifted

Eyman said that censor board members have been busy recently answering queries from the press, legislators and others on censorship matters and that "some" employees of the censorship division "have been assigned to other duties in the education department."

James Ratliff, chief editorial writer of the "Cincinnati Enquirer," gave a vigorous statement on the "totalitarian" philosophy of censorship which he said is "the antithesis of American freedom." He said there is "no excessive danger to morals when great majority of states never have had censorship," and added "we must not set up governmental bureaus to prejudge morals."

Hearings are scheduled to conclude on June 23.

'SAC' Saluted at London Premiere

LONDON, June 16.—Paramount's "Strategic Air Command" had its European premiere at the Plaza Theatre here tonight on a VistaVision curvilinear screen, 43 feet wide by 22 feet high, winning an ovation from the capacity audience.

Cheering throngs jammed the streets in the vicinity of the Plaza as British government leaders, film stars, foreign diplomats, British and American military officials and others arrived for the occasion.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"LOVE ME OR LEAVE ME"
in CINEMASCOPE and COLOR starring
DORIS DAY • JAMES CAGNEY
An M-G-M Picture
and Spectacular Stage Presentation

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor. Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager, Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign: single copies, 10c.

Cite 20th-Fox, RCA Public Relations

CHICAGO, June 16. — The Foundation for Management Research has cited 20th Century-Fox and Radio Corp. of America's "public relations practitioners for expertness in publicizing products and in publicizing ideas," it was announced here today. The citations, which included a number of other industries, followed a two-year study. Among others cited were Bank of America and Carl Byoir and Associates.

People

Henry Burger, head of publicity and advertising for Stanley Warner in the Pittsburgh area, has been named distriet manager as well for the 14 S-W houses in that eity. **Phil Katz,** Burger's assistant has been promoted to the advertising-publieity post.

¤

John E. Mosman has been named manager of radio and television, and **Marc Statler** manager of film production for Biow-Beirn-Tioga, advertising ageney. Both will make their headquarters in New York and will operate under the supervision of **Roy Winsor,** vice-president of the organization in charge of radio and TV.

¤

Irving Hillman, manager of the Roger Sherman Theatre, New Haven, has been named winner of top prize in the first month's competition of the Stanley Warner New England zone's "Spring Festival." Other winners were **Mrs. O. Fearing,** Avon, Utiea, N. Y.; **Steve Barbett,** Warner, Lawrenee, Mass.; **William McGrath,** State, Manchester, Conn.; and **Joe Miklos,** Embassy, New Britain.

¤

Albert E. Sindlinger, business analyst, has returned to his home office from a six-weeks' field trip during which eight market studies were inaugurated in Texas, Oklahoma and Nebraska for Cooper Foundation Theatres, Interstate Theatres, Cole Theatres, Jefferson Amusement, Stanley Warner, Video Independent Theatres and other clients.

35 Films in Work At Coast Studios

HOLLYWOOD, June 16. — This week only two new pictures were started and four other pictures were completed, for a total of 35 pictures now before the cameras.

Started were: "Operation Uranium," (Allied Artists); "Top Gun," Fame Pietures (United Artists).

Completed were: "Battle Hell," Chester Prods., Superscope (Filmakers); "Tennessee's Partner," Bogeaus Prods., Superscope, Technicolor, and "Portrait of Alison," (RKO Radio); "The Tall Men," Hawks & Bacher, CinemaSeope, eolor (20th Century-Fox).

To Address 20th-Fox Sales Convention



Spyros Skouras



Darryl Zanuck



W. C. Gehring



Chas. Einfeld



A. Silverstone

Zanuck

(*Continued from page* 1)

assembled U. S. and Canadian sales personnel will earefully discuss and develop a merchandising blue-print for the six-month product release schedule. Discussions also will be targeted to achieve a flexibility of approach in marketing and promotion for each release.

Leading the talks will be Gehring, Arthur Silverstone, assistant general sales manager; Alex Harrison, Western sales manager, and Glenn Norris, Eastern sales manager.

Skouras will address the afternoon session today, talking on the eompany's product line-up, industry conditions, the current world status of CinemaScope and plans for the coming months.

Presentation of extensive and long-range promotional plans will be made tomorrow by Einfeld. Supplementing him in describing advertising, publicity and exploitation plans will be Rodney Bush, exploitation manager; Edward Sullivan, publicity manager; Abe Goodman, advertising manager, and Martin Michel, TV and radio manager.

Huge 'Villa' Campaign

RKO Radio is setting an exploitation eampaign, possibly the company's biggest in recent years, for the Edmund Grainger production of "The Treasure of Pancho Villa."

Kodak's U.K. Color Output Increasing

From THE DAILY Bureau

LONDON, June 16.—Kodak, Ltd., anticipates by 1955's end to be producing more than enough eolor film in its London plant to meet demands here.

In the past, Kodak eolor film has been manufactured in the U.S. and imported here. The British company's last accounts revealed that a eonsiderable amount of capital had been set aside for the building of a new plant in the London suburb of Harrow. The plant is now in operation and color film production started. Company executives state that in 1956 as much color film as black-and-white will be produced there.

It is not anticipated that color film made here will be appreciably cheaper than the American product. It is pointed out that production costs are higher this side. The principal benefit probably will arise in the ensuing cutback in dollar remittances.

W. Va. Allied Annual Meet Aug. 23-24

CHARLESTON, W. Va., June 16. —West Virginia Allied Theatre Owners will meet in annual convention at the Daniel Boone Hotel here, Aug. 23 and 24, Donald Schultz, president, of Fairmont, W. Va., announced. Speakers will include national Allied president, Rube Shor.

Jackson, Miss., Editor Tells Why His Paper Features Motion Picture News

The 46th in the series of Council of Motion Picture Organization ads in "Editor & Publisher" which will appear tomorrow publicizes a letter received by COMPO from Norman Shavin, feature and Sunday editor of the Jackson, Miss., "State Times," in which he says the paper gives pictures the full treatment because "we think newspaper readers want it that way."

"Having read your full-page advertisements in 'Editor & Publisher'," he wrote, "I thought you might be interested in our unusual treatment given to a movie which we feel deserved it.

"We carried this review on Page One on the simple theory that a truly 'great movie' is Page One news.

"We feel people are devoted to their theatres and interested in the folk that occupy stages, screens and manager's offices.

"That's why we provide advance art, a time clock daily, reviews of first runs, a regular local column (by the author of this letter), and supplement this with features and copy from wire syndicates."

Ed. Note: MOTION PICTURE DAILY agrees with the "Jackson State Times"—and COMPO—that a "truly great" motion picture is Page One news, and has been so treating them, with Page One reviews, for many years. No other motion picture trade paper accords this recognition to "truly great" motion pictures.

Re-align South

(*Continued from page* 1)

Charlotte, Jacksonville and New Orleans.

Mark M. Sheridan, Jr., presently Dallas branch manager, is being promoted to Southwest district manager, and will maintain his headquarters in Dallas. Offices under his supervision will be Dallas, Houston, Oklahoma City and Memphis.

Harry F. Harrell, presently assistant to division ehief Ballance, is being promoted to the managership of the new Houston exehange, while New Orleans salesman Lloyd Edwards is being promoted to the post of Ballanee's aide.

Replacing Sheridan as Dallas branch manager is William P. Williams, a Dallas salesman.

All promotions become effective June 27, it was announced.

'Gate of Hell' Tops Six Months at Guild

The Japanese film "Gate of Hell" completed its 26th week at the Guild Theatre here this week and, according to Ed Harrison, distributor of the picture, it is the 15th feature to have attained a run of more than six months in New York City. In its first half-year at the Guild, "Gate of Hell" played to 285,000 patrons for a box-office gross of $350,000, all-time record for the house, Norman Elson, president of Guild Enterprises, said.

Other long-run pictures, in the order of their records, aceording to Harrison, are "This Is Cinerama," "Red Shoes," "Lili," "Open City," "The Big Parade," "Hamlet," "Paisan," "Bitter Rice," "Gone With the Wind," "The Best Years of Our Lives," "Devil in the Flesh," "Symphony Pastorale," "Quartette" and "Fallen Idol."

Modern Art Museum Invites UPA Exhibit

The Museum of Modern Art here has invited United Productions of America, cartoon creators, to participate in its 25th anniversary year with a two-month exhibit of its art work and films. The show will open on Tuesday, and will demonstrate how cartoon ideas generate and the several ways in which these ideas take shape in successive stages to their final form.

Many UPA films never before shown to a public audience, will be ineluded on the film program of the exhibit.







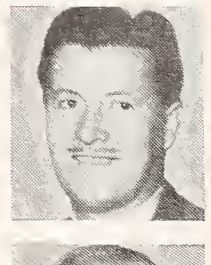
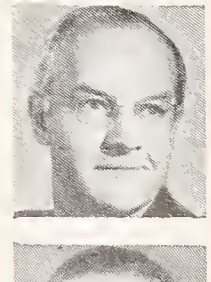










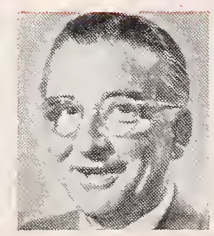



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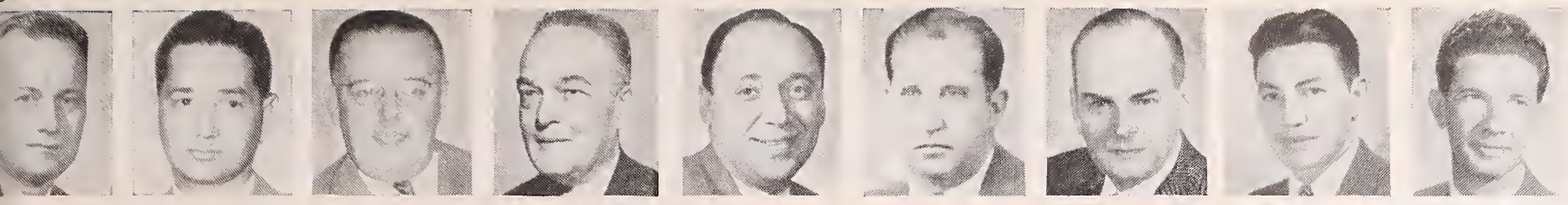








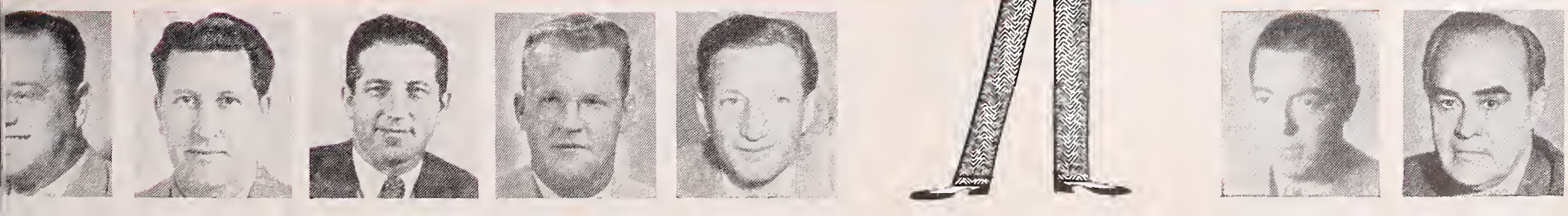




ORGANIZATION
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ETING TODAY!

"We like to do business
the way the exhibitor
likes to do business!"





News Roundup

Chi. Welcomes "Cinerama"

Advance sale for "Cinerama Holiday" stood at $55,000 at the Palace Theatre, Chicago, where the picture had its $25 per seat premiere for the Peacock Camp for underprivileged children Wednesday. A second benefit performance was held for the Catholic Alumni of Chicago last night. Lester Isaac, general manager of exhibition for Cinerama, and Harry Goldberg, Stanley Warner advertising-publicity director were there from New York to supervise the opening.

■

Perspecta Licenses

Four important motion picture producers of Japan, have been granted Perspecta Sound licenses, it was announced here.

The four companies are Shochiku, Nikkatsu, Toho and Toei.

■

Goldwyn, Jr., Gets Title

"The Trouble Shooter" has been chosen as the title for Samuel Goldwyn Jr.'s first picture, recently completed for United Artists' release. Originally the film was called "The Deadly Peace-Maker," but Hal Makelim contested and won the right to the latter in an arbitration proceeding.

■

Two Extremes in 'Scope

The world's largest, and smallest, CinemaScope screens have been installed on opposite sides of the globe by 20th Century-Fox. "Tiny Tim," a screen in the company offices in Oslo, Norway, measures four by 10 feet, serving a capacity audience of nine persons. Over 5,000 miles away, Mexico City's Sonora Theatre offers to 3,500 patrons a screen 86 by 32 feet.

Legion Reviews 24; 'Itch' Put in Class B

The National Legion of Decency has classified three films, including "The Seven Year Itch" as "morally objectionable in part for all" (Class B) in its latest listing. Others in the same class are "Finger Man," (Allied Artists), and "The Man Who Loved Redheads," (United Artists). In Class A, section I, are "A Day to Remember," (Republic), and "The Tiger and the Flame," (U. A.). In Class A, section II: "Lady Godiva," (Universal).

Previously put in Class B were "Angela," "Female on the Beach," "Land of the Pharaohs," "Las Vegas Shakedown," "Soldier of Fortune," "Teen-Age Crime Wave" and "This Man Is Dangerous."

Six films were designated Class A, Section 2 earlier: "The Cobweb," "One Desire," "Othello," "Skabenga," "Special Delivery" and "We're No Angels."

The others, all in Class A, Section 1, are "Davy Crockett," "The Far Horizons," "Lady and the Tramp," "Lord of the Jungle," "Match Making Marshall," "Phantom Trail," "Timber Country Trouble" and "The Titled Tenderfoot."

Review

"Chicago Syndicate"

(Columbia) *Hollywood, June 16*

AUDIENCES are in for some exciting, absorbing entertainment with this latest entry into the field of film exposes of big time rackets and mob leaders. Fred F. Sears' direction is a notable factor in investing the William Sackheim story with suspenseful touches that draw impressive performances from the small, but well-chosen cast.

Dennis O'Keefe is suitably qualified as the man selected by the district attorney's office to win the confidence of the mob leader and find the evidence that would rid the famous city of one of its gangland era bosses. Paul Stewart, a symbol of mob leadership without resorting to flagrant displays of violence, registers strongly with the silky manner in which he maneuvers his little empire.

Abbe Lane, in the co-starring spot, maintains her reputation as an outstanding singer of Latin rhythms, but proves she is more than a photogenic charmer with her handling of some responsible dramatic moments. Allison Hayes is another capable eye-full who fills a prominent spot in the story attractively. In addition to featuring some of his musical style, Xavier Cugat also finds an opportunity to go dramatic in this Clover Production.

Joseph Hoffman's well-constructed screenplay establishes O'Keefe as an accountant risking his life for a $60,000 payoff by the d.a.'s office if he gets the evidence they need to convict Paul Stewart. He proves himself a smart angler and gains a key position with Stewart, recently left open by the killing of Miss Hayes's father because he was about to offer evidence against the mob leader. She changes her mind about O'Keefe when she learns he is on the side of the law and joins him in plotting against Stewart, who unwittingly seeks her favor.

Miss Lane, in a fit of jealousy, threatens to expose Stewart with a microfilm copy of his books that she has hidden. Stewart's henchmen try to force the information from her, but Cugat, stops the punishment by discosing the hiding place of the film. O'Keefe takes the film from Stewart as he is about to burn it; and after an exciting chase Stewart is brought down by a bullet. Running time, 84 minutes. General audience classification. Release, in July.

SAMUEL D. BERNS

FCC Rejection

(Continued from page 1)

ment is made as to the committee's procedure.

However, the statement said, reports submitted by committee members and member organizations indicated that the public's response to the opposition briefs filed last week has been "most favorable."

"Our conviction is that FCC disapproval of pay TV in any form which proposes to use the free air waves to pile up profits for a few stockholders is inevitable," the statement continued. It said that a mounting tide of letters to the FCC against toll TV showed that the public interest would not be served by "this contemplated air grab."

Rebuttal to Be Prepared

Rebuttal arguments will be prepared by economic consultant Dallas Smythe and engineering consultant John V. L. Hogan. Marcus Cohn, who filed the committee's original brief with the FCC, will file the rebuttal.

Today's meeting took place in Cohn's office. Attending were Trueman T. Rembusch and Alfred Starr, co-chairmen of the committee; treasurer Philip F. Harling; Ralph McClanahan of Irvine, Ky.; William Namenson of New York; Robert S. Taplinger and Donald Walsh of Robert S. Taplinger and Associates, and Rick La Falce, Washington representative; Hogan, Cohn, and Stanley Cohen of the Cohn and Marks law firm.

Col. Stock Split

(Continued from page 1)

be the largest in its history, the company's announcement said.

The board placed the new stock on a regular quarterly dividend basis by declaring an initial quarterly dividend of 30 cents per share payable July 29, to holders of record on June 30. The cash dividend is payable on all the shares which are embraced in the stock split-up.

Allied Asks

(Continued from page 1)

ney General Brownell a copy of the resolution adopted by the Allied board last month, "dressed up a little bit and with some arguments added."

The Allied board on May 25 approved a resolution asking Justice to set up machinery insuring exhibitors affected by a proposed acquisition the right to protest the acquisition and to present to the court the facts in the case. Allied said the acquisitions by divorced circuits were now being handled secretly by Justice and that exhibitors affected were not being given a chance to present their side of the case.

Will Insist on Notice

Myers said today that the exact mechanism by which Justice should notify exhibitors would be up to Justice to work out, but that Allied would insist that exhibitors get some sort of notice so that they could present to Justice and to the court all the facts bearing on the case. The presentation to the court, he said, could either be made directly by the exhibitors, with Justice approval, or through Justice.

Justice officials, who have not yet received the Allied complaint, promised to study it. However, they emphasized that Justice has been extremely careful to investigate all the facts surrounding any proposed acquisition by a divorced circuit, and insisted that "Justice hasn't acted in any case on the basis of incomplete information."

'U' Profit

(Continued from page 1)

1954, Universal's earnings were $1,721,063 after providing $1,845,000 for Federal income taxes. After dividends on the preferred stock, this was equivalent to $1.57 per share on the 1,017,334 shares of common then outstanding.

Code Backed

(Continued from page 1)

types of material which are openly treated in other mass media and entertainment forms."

At the same time, Albright reminded the Senators that "our people, our producers, our writers, our directors and our executives have been lambasted by critics for being namby-pamby, for being pollyannish and for failing to produce mature entertainment."

Sees Differences Inevitable

So long as human beings are the judges of what is desirable and undesirable, Albright said, there will be honest differences of opinion about the effect on the reader, listener or viewer.

In summarizing the functions of the various segments of the Code Administration, Albright said: "We in the motion picture industry are not perfect. We have made mistakes and I assume that we will make them in the future. But I want to emphasize that the men and women who produce our pictures and the men and women who administer our codes are decent, high-minded people who adhere conscientiously to the standards which the industry has imposed upon itself."

Explaining other facets of the Code and its operation, Shurlock told the Senators that in its early days there were those who feared that the Code would rob films of integrity or reality, that it would impede advancement and development. These fears, he said, have proved groundless.

"In the early days, too," he continued, "there were those who felt the Code might be observed more in the breach than in the performance. Like the other doubters, they have been proved wrong, too."

Shurlock emphasized that he didn't mean to say that the Code was perfect or that its enforcement was perfect, pointing out that it is, after all, "a human document and it is administered by human beings, who assuredly lay no claim to being always right and always infallible."

Admitting that mistakes have been made, Shurlock asserted that "whatever mistakes we have made have been errors of judgment, and nothing else."

White Treats Advertising

White, describing the operational methods of the Advertising Code Administration, hold the subcommittee that the PCA last year approved 303 feature films and that his department passed on 129,229 pieces of advertising and publicity copy. Only a relatively small amount of the copy caused his administration any difficulty, he said. The great bulk of the copy was readily passable. At the other end of the scale, some copy was readily unpassable, but, White said, that caused no serious difficulty either. In between, there was copy on the borderline, some of which could be corrected by minor changes and passed on resubmission.

"I believe," White said, "that the Production Code and the Advertising Code — together with the umpires who enforce them—have immeasurably aided the American motion picture in reaching its high estate. This is true because the industry's long-established system of self-regulation fulfills ethical and moral principals and aspirations that reasonable men everywhere welcome and support."

Producer Criticized and Defended

(Continued from page 1)

the artist who is working in good faith," Mooring named several pictures, current and recent, as containing material injurious not only to juveniles but to adults as well.

While praising Code Administrator Geoffrey Shurlock as a "man of high principles," he said that code enforcement during the past two years has been relaxed to such an extent that some picture content "approaching obscenity" has been appearing on screens. He said the Code "is not being properly operated today," but is operated with a "little too much indulgence."

Names Eight Films

In naming specific pictures, and detailing the material in each which he considered injurious in their effect on the young, he cited "Blackboard Jungle," "Cell 2455—Death Row," "Wild One," "Big House, U.S.A.," "Son of Sinbad," "East of Eden" and "Five Against the House." He went back to "Johnny Belinda," attributing to the latter the probable effect on a named individual who was executed for a murder committed after viewing it.

Mooring told the committee that one important factor in the situation that was not present until recent times is the increasing competition between Hollywood theatrical product and television. He said Hollywood producers, working under Code restraints, feel themselves hard pressed to compete successfully with material being telecast into homes by producers who disregard their own television code because of its unenforcibility.

Queried by Senator

Questioned on this point by Kefauver, Mooring explained that the television code does not have a code administration to enforce it, as the theatrical film industry has, and then agreed with the Senator "that both media, and the public generally, would be better off if the television code, which Mooring pointed out coincides almost completely with the Production Code, were administered in like manner."

This discussion concluded in an agreement that damaging competition between theatrical and television producers, with regard to limits of morality, taste and discretion in subject matter, would be minimized or eliminated if equivalent regulatory measures prevailed.

Reagan Heard

Ronald Reagan, representing Screen Actors Guild, followed Mooring on the witness stand, and pointed out that a certain amount of violence is inseparable from action-films which prove the preferability of right over wrong by showing both and drawing a contrast. Reagan said he believed the current wave of protest against picture content is not deeply founded, and took a strong stand against external censorship.

He said, "The Production Code is a program of self-restraint without equal in any system of commuication in the world."

The final morning witness was Fred J. Hacker, psychiatrist, who said, in comprehensible sustance, that "social scapegoat-ism" likes to fix responsibility for juvenle delinquency on movies, television, books or whatever is handy, but that actually none of these have more than a "trigger" role in cases of instability—and never are their causes.

In the afternoon session, Dore Schary, of 20th Century-Fox; Y. Frank Freeman, of Paramount, Jack L. Warner, Jerry Wald, Harry Joe Brown and George Murphy testified, each upholding the motion picture as wielding a beneficial influence on deportment rather than being a cause of juvenile delinquency.

Schary Traces Story Route

Schary, at the request of Kefauver, traced the entire course of a story idea, from conception to screen, noting that about 30,000 are presented each year to a major studio and that, of these, about 30 are finally chosen for production.

Regarding "Blackboard Jungle," which was a principal target of criticism all day, Schary said that he regarded the production as an important report on a serious condition prevailing in the country and that he believes that it is a proper function of the motion picture producer to make a certain number of films that focus attention on matters of grave concern to the public. He added that he does not feel that "Blackboard Jungle" will increase juvenile delinquency but will "insulate" against it.

Freeman Praises Code

Freeman, who described Hollywood's professional population as "honest citizens, working toward the common good," said, "Our industry has its own code, which safeguards the public, with the assurance that every picture produced will be within the acceptable area.

Questioned by Kefauver concerning advertising material of "Ellis Island," Freeman explained that he has no control over advertising matter. His opinion regarding the advertising under discussion was that "there is no excuse for it."

Warner said it is his belief that the increase in juvenile delinquency is not due to the motion picture or television, but to the "tough times" in which we have been living, beginning the prohibition era, times which, he said, have deprived children of a proper example on the part of their parents in their attitude toward law and order. He cited past Warner Brothers pictures, from "My Four Years in Germany" down to "Public Enemy," "Little Caesar" and "G-Men" as films introduced for the purpose of restoring high regard for law and order, and he mentioned "Rebel Without a Cause" as the latest production on juvenile delinquency. In conclusion, he said "The Production Code is doing a monumental job."

Wald introduced a direct defense of his "Johnny Belinda," which had been singled out for violent criticism during the hearing. Said Wald, "The film made the 'deaf mute' problem clearer to the people of all the world."

Regarding violence, Wald admitted at there seems to be too much of it in recent pictures.

Westerns Defended

Brown, testified regarding the Western picture generally, and of his own "Ten Wanted Men" in particular. He declared that children who watch Westerns completely identify themselves with the hero, never with the villain. When committee counsel asked him why he had permitted 17 killings in "Ten Wanted Men," he said this was an exception to his rule and that he has been in trouble with the Production Code Administration about it.

Murphy recounted his experiences and observations during his tour to all parts of the country as head of the public relations department of M-G-M.

Says H'wood Aware Of World Tastes

From THE DAILY Bureau

HOLLYWOOD, June 16.—Hollywood is conscious of the likes and dislikes of more than 250,000,000 people who each week all over the world see U. S. pictures, Roger Albright told the Senate Subcommittee on Juvenile Delinquency today.

The director of the department of educational services of the Motion Picture Association said that the American film industry, the only free, unsubsidized motion picture industry in the world, would shrivel away if it did not keep up with the changing times, if it did not produce what the overwhelming majority of the people want and like.

Reopen Miss. House

POPLARVILLE, Miss., June 16.—Owner Mrs. B. V. Sheffield has reopened the Sheff Theatre here, following repairs of extensive fire damage experienced several months ago.

Hoffman

(Continued from page 1)

Woodstock; sergeant-at-arms, Wade Pearson, Arlington.

Speakers at the three-day convention were Thalhimer, who spoke on the need for all branches of the industry to get together; Horace Adams, president of the Independent Theatre Owners of Ohio, who discussed emergency defense measures being considered by the industry; Robert Coyne, general counsel of the Council of Motion Picture Organizations, who outlined the procedure governing the Audience Awards poll, and George Gaughan, for the Exhibitors Film Financial Fund, who explained the need for the fund and solicited memberships.

Wyatt a Guest

Quigley Award winner William Wyatt, of Charleston, West Va., was guest at the promotion forum headed by Jerome Gordon, who was assisted by Earle Westbrook, Dave Garvin, Jr., and John Bateman, all Virginia exhibitors.

Jack Beresin was the principal speaker at the banquet tonight which closed the convention.

'Lady' Opens in Chicago

Walt Disney's "Lady and the Tramp," which opened yesterday at the State-Lake Theatre in Chicago, is reported by the company here to have played to first-day business well in excess of Disney's "Peter Pan." Doors at the State-Lake were thrown open at 8:30 A.M.



TODAY...IN LIFE

the first of two full page ads...

AND SOON

2 full pages to appear in

- LOOK
- SATURDAY EVENING POST
- COLLIER'S

plus ads in

- THIS WEEK
- LADIES' HOME JOURNAL
- McCALL'S
- WOMAN'S HOME COMPANION
- REDBOOK
- TRUE STORY
- MODERN SCREEN
- SCREEN STORIES
- MOVIE STARS PARADE
- MOVIE LIFE
- MOTION PICTURE
- MOVIELAND
- PHOTOPLAY
- SCREENLAND
- SILVER SCREEN
- SATURDAY REVIEW
- HARPER'S
- THE NATION
- THEATRE ARTS
- AMER. JOURNAL OF NURSING
- JOURNAL OF AMER. MEDICAL ASSN.

Seldom has
the screen captured
such passion and
emotion...fierce
human hungers that
probe deep into
the very heart
of life itself!



Olivia de HAVILLAND



Robert MITCHUM



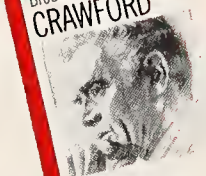
Frank SINATRA



Gloria GRAHAME



Broderick CRAWFORD



Charles BICKFORD



stands alone!
first as a book...
now as a
motion picture!

STANLEY KRAMER Presents

NOT AS A STRANGER

with MYRON McCORMICK • LON CHANEY • JESSE WHITE • Written for the Screen by Edna and Edward Anhalt
Based on the Novel by MORTON THOMPSON • Music by George Antheil • Released thru UNITED ARTISTS
Produced and Directed by STANLEY KRAMER

Coming! – Watch for it at your favorite theatre!

Stands alone!
first as a book...
now as a motion picture!

STANLEY KRAMER Presents

NOT AS A STRANGER





OLIVIA de HAVILLAND



ROBERT MITCHUM



FRANK SINATRA



GLORIA GRAHAME



BRODERICK CRAWFORD



CHARLES BICKFORD

with MYRON McCORMICK • LON CHANEY • JESSE WHITE • Written for the Screen by Edna and Edward Anhalt
Based on the Novel by MORTON THOMPSON • Music by George Antheil • Released thru UNITED ARTISTS
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Coming! – Watch for it at your favorite theatre!

Capturing a readership of more than 300,000,000

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 119 NEW YORK, U.S.A., MONDAY, JUNE 20, 1955 TEN CENTS

Hit Para., MPA

Films' Silence On Toll TV Hit by Group

Starr and Rembusch Ask Why FCC Was Ignored

From THE DAILY Bureau

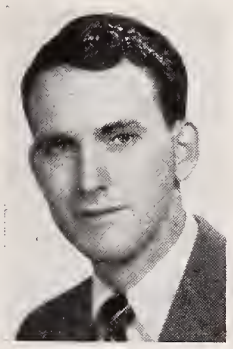
WASHINGTON, June 19. — The Committee Against Pay-As-You-See TV vigorously assailed major film producers for their failure to take a stand before the Federal Communications Commission on subscription television.

The committee questioned whether the Motion Picture Association is "dominated by" Paramount Pictures, which controls International Telemeter Corp., one of the three firms seeking FCC approval of toll television. The committee

(*Continued on page 7*)

L. D. Netter, Jr., to Todd-AO as V-P

L. Douglas Netter, Jr., has resigned as sales manager of Altec Service Corp. to become vice-president of Todd-AO, in charge of the theatre equipment division, it was announced here at the weekend by Henry S. Woodbridge, president of Todd-AO. Netter will assume his new post on July 1.



L. D. Netter, Jr.

Netter joined the Altec organization in September, 1947. During his tenure with the service company, he spearheaded the sales promotion drive which

(*Continued on page 7*)

Goodman Named V-P Of Schwalberg Firm

Monroe R. Goodman has been elected a vice-president of Artists-Producers Associates, it was announced at the weekend by Alfred W. Schwalberg, president of the company. Goodman, who recently resigned from Paramount, will work with Schwalberg on

(*Continued on page 7*)

Shurlock Scores

Industry Case At Kefauver's HearingStrong

From THE DAILY Bureau

HOLLYWOOD, June 19. — The motion picture industry on Friday emerged with flying colors from two days of cross examination by Sen. Estes Kefauver investigating the causes of juvenile delinquency, when Production Code director Geoffrey Shurlock supplied swift, incisive and sometimes corrective answers to questions asked him at the concluding session of the hearings, which had opened the previous day with William H. Mooring, newspaper writer, charging the Code Administration with laxity in the enforcement of the Code rules. Shurlock said:

"Mr. Mooring is a very intelligent, sinceer and honest man, but I wish to categorically deny his categorical charge that our enforcement of the Production Code has been lax."

Referring directly to Mooring's statement that the horse-mating se-

(*Continued on page 6*)

See Agreement Soon On N.E. Truck Tieup

Special to THE DAILY

BOSTON, June 19.—Progress in the three-state truck tie-up indicates an agreement by tomorrow or Tuesday, as both management and the union have asked state officials for a time to iron out the differences.

However, a spokesman for one of the film delivery companies took a

(*Continued on page 7*)

To Be Introduced Today

BILL WOULD BAR SUBSCRIPTION TV

Celler's Measure Will Prohibit Approval of Medium and Amend Communications Act

By J. A. OTTEN

WASHINGTON, June 19. — House Judiciary Committee chairman Celler (D., N.Y.) said he would introduce in the House tomorrow a bill to prohibit government approval of subscription television.

The bill, which will be referred to the House Commerce Committee, will amend the Communications Act of 1934 to provide that the Federal Communications Commission "shall not authorize or permit any television station to impose a toll, fee, subscription or other charge, directly or indirectly, on the general public for the privilege of viewing TV programs received over TV sets located in the home."

It would also provide a fine of up to $10,000 and a jail sentence of up to five years as punishment for any TV station or any individual attempting to set up a subscription television system.

Celler declared that in addition to its high cost, toll television "would reduce listening, by blacking out, for those who do not pay, channels now devoted to free programs; it would siphon off the best programs which the public is now receiving free; and it would divide the television audiences along economic lines."

Celler asserted that the biggest ail-

(*Continued on page 6*)

Kirsch in Plea for Exchange Managers' Greater Autonomy

CHICAGO, June 19.—The recommendation that distributors grant broad and complete local autonomy to branch managers has been approved by the board of directors of Allied Theatres of Illinois. The suggestion was made by Jack Kirsch, Illinois Allied president, who has contended that local autonomy by branch managers in their dealings with exhibitors on all film matters would help to alleviate some of the tensions between exhibition and distribution.



Jack Kirsch

Kirsch said he believed the branch head should be permitted to formulate a local sales policy on all film deals,

(*Continued on page 6*)

Schlesinger Sets Limits of 'Deal'

The projected deal between 20th Century-Fox and the Schlesinger South African interests is confined to the Schlesinger motion picture circuit and a number of legitimate stage houses, John Schlesinger said here at the weekend.

Schlesinger, who plans to leave with

(*Continued on page 6*)

Editor Defends Films At Hearing in Ohio

Special to THE DAILY

COLUMBUS O., June 19.—"You cannot blame the movies for inciting juveniles to violence any more than you can blame newspapers," said Norman Nadel, theatre editor of the "Columbus Citizen," before the special

(*Continued on page 6*)

Under Stepped-up Schedule

Set 2 or 3 Per Month From 20th in 'Scope

Two to three CinemaScope features per month will be released by 20th Century-Fox during the next six-month period under the company's stepped-up releasing schedule it was announced at the company's two day national sales convention which came to a close here at the weekend.

The announcement was made by William C. Gehring, executive assistant general sales manager. Others who addressed the sales force were president Spyros P. Skouras, vice-president Charles Einfeld, and Darryl F. Zanuck, vice-president in charge of production.

Skouras, in his address, called for the maintenance of high standards in serving the needs of exhibitors and the public. Skouras told the 200 com-

(*Continued on page 4*)

Personal Mention

ROBERT H. O'BRIEN, American Broadcasting-Paramount Theatres vice-president, and SAMUEL H. CLARK, president of the newly-organized AB-PT phonograph record subsidiary, will leave New York today for the Coast.

•

EDWARD L. HYMAN, American Broadcasting-Paramount Theatres vice-president, has returned to New York from Detroit and Buffalo.

•

INEZ JOAN HEYMANN, daughter of MELVIN H. HEYMANN, of the M-G-M publicity department, was married yesterday in Springfield, N. J., to DR. HARRIS ROBERT LOVICE.

•

JAY BONAFIELD, RKO-Pathe executive vice-president, and SIDNEY KRAMER, general sales manager, have returned to New York from Charleston, West Va.

•

LOU BROWN, director of advertising-publicity for Loew's Poli-New England Theatres, New Haven, has left there with his family for a vacation in San Francisco and Seattle.

•

WILLIAM KAPLAN, M-G-M unit business manager, arrived in New York yesterday from the Coast, and will leave here today by plane for Paris.

•

HUGH OWEN, Paramount distribution vice-president, will return to New York today from Salt Lake City and Denver.

Rank's BOPE Profits Trebled in Year

From THE DAILY Bureau

LONDON, June 19.—Accounts for the year 1954 of J. Arthur Rank's British Optical and Precision Engineers, Ltd.—biggest makers of motion picture equipment this side—wear a prosperous air.

Profits have soared from £724,000 to £1,237,000. Dividend is trebled at 15 per cent for the year.

The BOPE statement confirms the previous reports. In his statement as chairman of the board, Rank, said that the 1954 net profit of £585,814 compared to £142,769 of 1953. He pointed to the board's policy of taking the opportunity in this period of prosperity to reequip and expand the company's productive resources.

A large program of capital expenditure was authorized for the next two years. A 15 per cent ordinary dividend represents a very conservative distribution of profits, it was stated. It was held essential to retain funds to finance the company's expansion program. Rank, calling for the expansion of the company's pictures both at home and overseas, said that the foreign sales account for 44 per cent of the company's grosses, a higher percentage than last year.

Vote on 14 Proposals

Cinematographers Wind Up Stockholm Standards Meet

Cinematographers have voted on 14 proposals which will further international exchange of film products, according to information from Stockholm which was received in New York at the weekend.

More than 40 delegates from Russia, Germany, France, Belgium, Czechoslovakia, Italy, the United Kingdom, Sweden and the United States attended the last session Friday of a five-day meeting in Stockholm on cinematography. The meetings were sponsored by the International Organization for Standardization.

A U. S. proposal for the cutting and perforating of 35mm film for use in CinemaScope was adopted. Safety film definition and methods of testing were also agreed upon by the delegates. An international procedure for marking safety film was launched after a three-day study of methods used by the various countries.

A committee was authorized to draft an international standard on multilingual sound tracks to cover one present optical and two new magnetic tracks on a single standard release print.

Boyce Nemec, executive secretary of the Society of Motion Picture and Television Engineers, who acted as secretary of the meetings, announced the appointment of seven permanent working groups on wide screen picture standards, film dimensions, screen luminance, reproduction characteristics of magnetic sound, film image area, safety film definition and marking, and location and dimensions of magnetic tracks.

SAG, TV Producers Start Parley Today

HOLLYWOOD, June 19. — The Screen Actors Guild tomorrow will start negotiations with the Alliance of Television Film Producers and other TV producers in the board room of the Association of Motion Picture Producers for 31 Guild contract proposals, including an approximately 25 per cent increase in the minimum wage scales.

Loew's Takes Title To Fla. Drive-in

JACKSONVILLE, Fla., June 19.—Loew's Theatres, Inc., officially has taken title to the Normandy Twin Open-Air Drive-In Theatre here. Leopold Friedman, financial vice-president of Loew's, acted for the company. This will be the second open-air acquisition by Loew's since completing its divestiture requirements.

James Carey, former manager of Loew's Victory, Evansville, Ind., will manage the Normandy, under the supervision of division manager Martin Burnett. Kermit Allum, of the Majestic, Evansville, will assume Carey's former post.

The Normandy has a semi-tropical setting, plus features including a miniature replica of the Seaboard Silver Meteor, free donkey rides and a five-acre playground.

To Elect President Of Crescent July 13

NASHVILLE, June 19. — The board of directors of Crescent Amusement Co. has scheduled a meeting for July 13 for the purpose of taking action on a new president to succeed Kermit Stengel who resigned last week. The addition to the board of two bankers, Frank Cole and Webster Johnson, has created reports here that the 75-theatre circuit may be operated hereafter by a local bank. At least four directors are said to have eliminated themselves for the position as head of the circuit.

Stengel's public statement that Crescent is in excellent financial condition has not been denied.

Films' Part in Raising Living Standards Described in New Book Saluting Crane Co.

The motion picture's part in helping to change the attitudes and appearances of a nation and in bringing a better living to Americans is described in a new book published by Farrar, Straus & Cudahy which salutes the centennial of the Crane Co. Titled "Everything *and* the Kitchen Sink," the book contains a chapter which discusses the development of pictures in the 1900's.

It was not until the 1920's that the motion picture had any real impact on living, the book points out, and goes on to say that motion pictures "showed everyone how the others lived; presented with living reality the clothes of the fashionable . . . the cars of their movie heroes . . . the hair styles and make-up of the handsome and beautiful . . . the homes and bathrooms of the well-to-do . . . the appliances and furniture of people they wanted to emulate . . . the voice and diction and vocabulary of the educated . . . the manners of the refined . . . the recreations and hobbies of the leisured . . . the music, art and literature appreciated by the cultured. Soon everyone from the day laborer to the Western farmer had a new set of concepts about the way to live."

NT Survey Reveals Teen-Age Audience Dropping Behind

From THE DAILY Bureau

LOS ANGELES, June 19.—A survey by the research department of National Theatres in six of its neighborhood areas here revealed that 62.9 per cent of the total audience in those districts were between the ages of 21 and 40. This was considered surprising by NT officials who expressed concern over the apparent dwindling of teen-age patrons.

In a breakdown by age groups, and revealed in the circuit's house organ, "Showman," it was announced that 7.7 per cent of the audiences were in the 1 to 11-year age bracket; 16.3 per cent, 12-20 years; 41 per cent, 21-30 years; 21.9 per cent, 31-40 years; 7.5 per cent, 41-50, and 3.4 per cent, 51-60 years. Only one per cent of the ticket-buying patrons was over 60 years of age.

76% Have Television

In these neighborhoods, 76.7 per cent had television sets and the average distance driven by a patron to attend his NT theatre was 3.9 miles. Fifty-four and a half per cent of the people interviewed had attended a theatre within the past week. It was found that 46.9 per cent said they liked foreign films.

When asked how they obtained information on current programs, the breakdown went like this: Newspapers, 69.9 per cent; theatre fronts, 15.3 per cent; word-of-mouth, 7.8 per cent; trailers, 6.5 per cent, and telephone, 3.3 per cent.

Comfort was given as the answer for what patrons liked most about a particular theatre, getting 30.7 per cent of the votes.

John Horton Named To U-I Studio Post

John Horton, Universal-International's Washington, D. C., representative for the past six years has been named to a new post at the studio where he will serve as a production aide working with Edward Muhl, vice-president in charge of production, and James Pratt, executive manager.

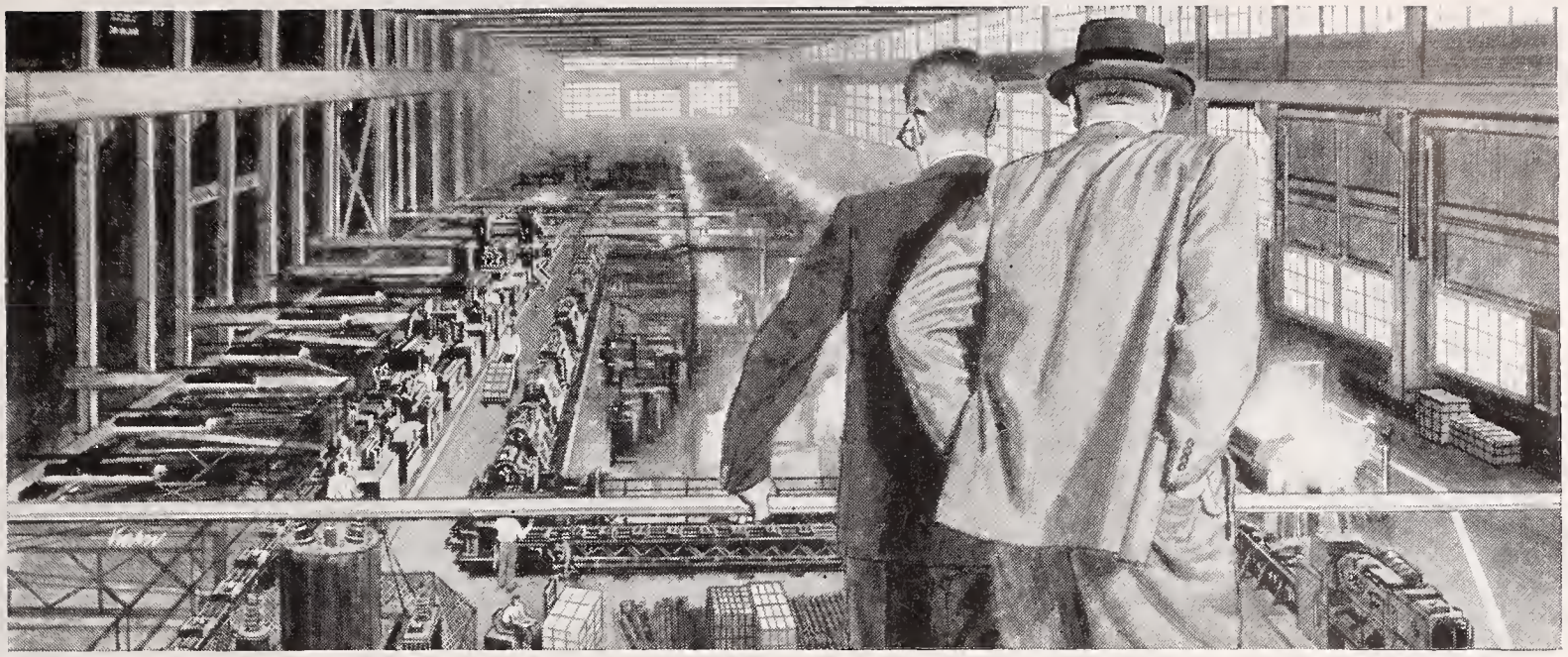
Horton, who served for three years on the production staff at the Warner Brothers studio prior to his U-I affiliation and military service, presently is winding up his affairs in the Capital. He will report to the studio on July 25.

Winston Columbia's Asst. Publicity Head

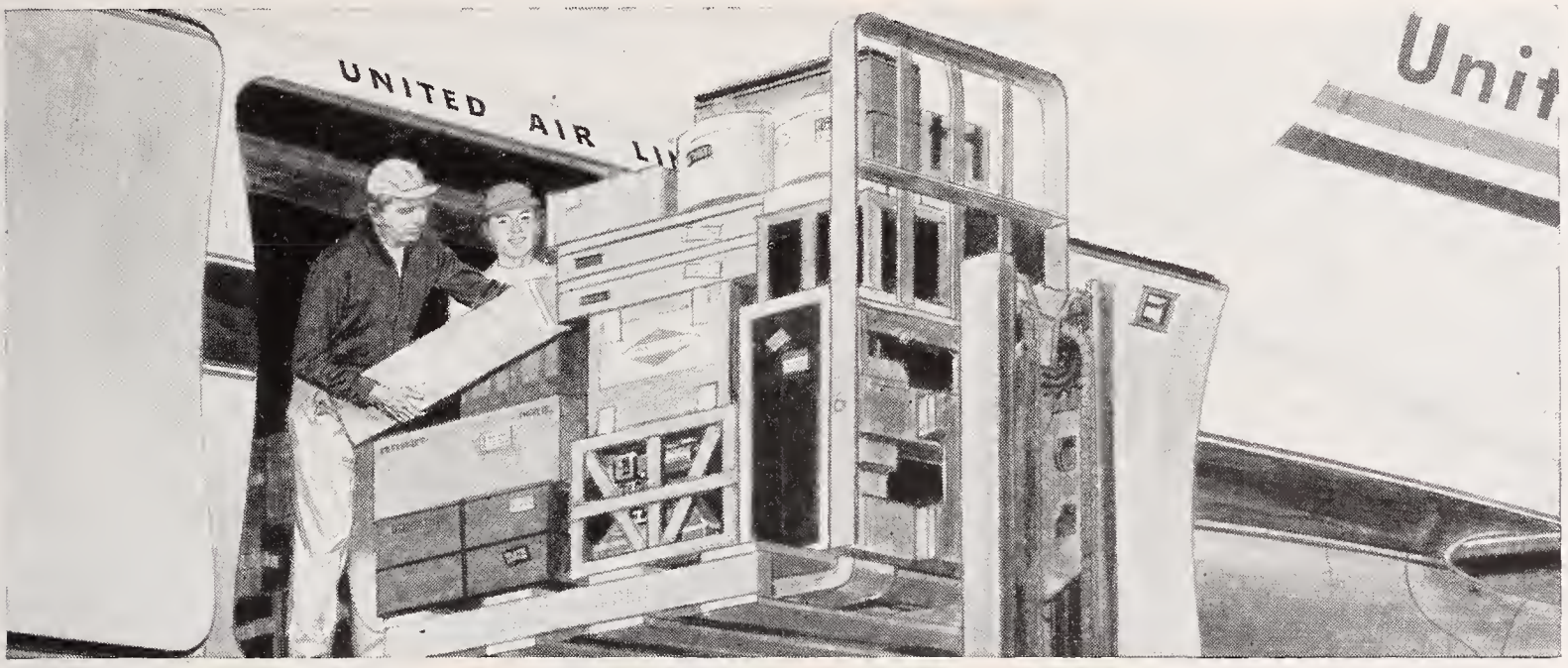
Carl H. Winston has been named assistant publicity manager of Columbia Pictures, effective today, it was disclosed on Friday by Howard R. LeSieur, director of advertising-publicity.

A former writer for King Features, the "Daily Mirror" and the "Daily News," Winston will work under the direction of Columbia publicity manager Hortense Schorr.

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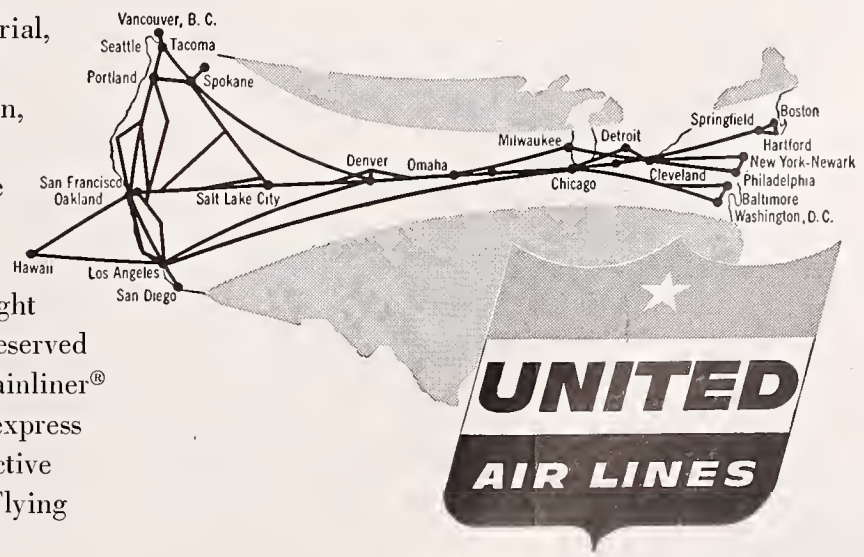
"How do you keep production so steady?"



One reason: United Air Lines Air Freight

In order to maintain tight control over production schedules and prevent costly pile-ups of surplus material, many manufacturers now include fast, dependable United Air Lines Air Freight in their regular day-in, day-out operation. In this way production can be closely related to sales and inventory control, and the subsequent close timing pays off in real economy.

The most convenient way to make the most of air freight is to use United's Reserved Space Air Freight plan—which only United offers on all equipment. Reserved Air Freight moves on most of United's 254 daily Mainliner® flights and is offered after consideration of mail and express needs. Ask your nearest United office about its distinctive advantages. Or write for new booklet, "Industry's Flying Partner": United Air Lines, Cargo Sales Dept. N-6, 5959 S. Cicero Ave., Chicago 38, Illinois.



New world-wide Reserved Space Air Freight service available to 84 countries

News Roundup

Finklehoffe Acquires Novel

Fred F. Finklehoffe has acquired the motion picture rights to Budd Schulberg's novel, "What Makes Sammy Run," and will put it into production in mid-November as an independent film.

■

Lease WB Brooklyn Studio.

Jed Harris and Michael Myerberg, producers of the forthcoming feature, "Patterns," have leased the Warner Brothers Brooklyn studio for the shooting of the film, which will star Van Heflin.

■

To Aid Israeli Films

The formation of Sikor Film Distribution Co. has been announced by Barry Hyams, managing director. Sikor is currently negotiating with Israeli producers for the American distribution rights to their films. The company will aid Israeli producers and American exhibitors in the exploitation of their product.

■

British Film Slays Pitts.

The season's "sleeper," as far as Pittsburgh is concerned, is "The Green Scarf," a British import, which is now in its ninth week in the Guild art theatre in Squirrel Hill. Its consistent business, despite lack of familiar names, has amazed the local Film Row.

■

T. I. C. Completes Its First

Talent Investment Co., organized last fall by Dan Stampler to finance new plays, film scripts and undiscovered talent, has completed its first major venture, an as yet untitled feature film in color featuring new Broadway and TV talent.

Reagan Third V-P Of the Actors Guild

HOLLYWOOD, June 19.—Ronald Reagan has been elected third vice-president of the Screen Actors Guild. The vote of the board of directors naming Reagan was unanimous. He succeeds William Holden, who resigned because of production activities.

Reagan previously served as president of the Guild from 1947 to 1951.

Absent Lichtman Hailed at Meet

Al Lichtman 20th Century-Fox distribution director played a prominent role at the company's two-day sales convention — although he was not present.

During the course of the discussion, speaker after speaker mentioned his career in distribution, his sales innovations and his efforts to bring harmony into the industry. Lichtman, who his convalescing in California from a recent illness, had his name heralded on a 30-foot banner, which read simply, "Al Lichtman Appreciation."



W. C. Gehring, 20th Century-Fox executive assistant general sales manager, (standing), addresses the company's two-day national sales convention at the home office. Others shown, left to right, are: Alex Harrison, Western sales manager; Arthur Silverstone, assistant general sales manager; Gehring; Glenn Norris, Eastern sales manager, and Lem Jones, short subjects sales manager.

20th Slates 2 or 3 Monthly

(*Continued from page* 1)

pany members at the convention, which opened on Friday, that by the end of 1955 he expects 30,000 installations of CinemaScope throughout the world. Of this total, he continued, 16,500 will be in the United States and Canada, while 13,500 will be in other parts of the world.

The 20th-Fox president also told of his projected trip to South Africa, details of which are reported elsewhere in this issue. From South Africa, Skouras will continue on for a rather extensive tour of the Far East to survey the growth of CinemaScope, as well as other company developments.

Calls It 'Bulwark'

Describing CinemaScope as "one of the great bulwarks of the industry," Skouras stressed that 20th-Fox will continue to improve the medium.

Gehring said that 18 productions will be released by the company from July into the first part of 1956. Seventeen of the total will be in CinemaScope and color and the remainder is the last Panoramic Production in standard dimensions filmed for company release, he added.

The newly-revised line-up follows:

July — "The Seven Year Itch," "House of Bamboo," "How to Be Very, Very Popular," "The Living Swamp," and "A Life in the Balance."

August — "The Virgin Queen," "Love Is a Many Splendored Thing," and "The Left Hand of God."

September—"Seven Cities of Gold," and "The Tall Men."

October—"The View from Pompey's Head," and "The Girl in the Red Velvet Swing."

The following productions, Gehring continued, have been added to the national release schedule: "Good Morning, Miss Dove," "The Camp Followers," "Bottom of the Bottle," "The Proud Ones," "Iris," and "The Rains of Ranchipur."

'Box-Office Powered'

Gehring called the roster of upcoming releases "box-office powered," declaring a policy of creative merchandising must be followed to insure that the values of each attraction be fully utilized and made known to the theatreman and his patron. Gehring underscored the company's position that whatever is good for the exhibitor is good for the distributor and film producer, adding his plea for "harmony" in the industry.

Einfeld Stresses Role Of 'Impact' Selling

A policy of "point of play-date impact" for all 20th Century-Fox releases for the next six months was outlined here at the weekend by Charles Einfeld, vice-president in charge of advertising, publicity and promotion, in his address to the company's national sales convention.

Highlighting the marketing projection, Einfeld said, will be unprecedented use of television selling to pinpoint production and entertainment values of each attraction. In every instance, Einfeld added, emphasis will be concentrated on point-of-playdate impact supported by saturation TV, radio and newspaper advertising.

WOMPI of Dallas Elects New Officers

DALLAS, June 19.—Lorena Cullimore, secretary at Columbia Pictures, has been elected president of Women of the Motion Picture Industry here, succeeding Maxine Adams, of Frontier Theatres.

Other officers elected are: vice-presidents, Lois Chaney and Joyce Smith; recording secretary, Marie Russey; corresponding secretary, Marie Clarke, and treasurer, Jo Baily.

Hint Settlement of $15,000,000 Suit

An out-of-court settlement of the $15,000,000 anti-trust suit filed in 1951 against major companies and two circuits by Consolidated Theatres, operating the Plymouth Theatre, Worcester, Mass., was indicated at the weekend. It was reported that the settlement papers would be filed in New York Federal Court today. Defendant circuits were New England Theatres, Inc., and M & P Theatres. Settlement terms were not mentioned.

Nine Art Directors To Judge 'Awards' Trophy Sketches

Nine of New York's best known art directors have agreed to judge a private showing of 58 sketches submitted by industry artists as suitable designs for the national Audience Awards trophies and to select five they consider most appropriate, Charles E. McCarthy, information director of the Council of Motion Picture Organizations, announced here. yesterday.

The sketches are on display today in the Exhibition Hall of the Art Directors' Club.

The jury is composed of Bert Littman, secretary of the Art Directors Club; Robert H. Hack, I. Miller & Sons Co.; Harry Rocker, U. S. Rubber Co.; Arnold Roston, Mutual Broadcasting Co.; John A. Skidmore, Union Carbide & Carbon Co.; Irving Trabich, Ryamond Spector Advertising Co.; Robert H. Blattner, "Readers Digest"; Walter Van Bellen, National Broadcasting Co.; and Vincent Trotta, art consultant.

Done by Krauss, Roberts, Gold

The private showing and selection of the jury was arranged by Oscar Krauss of Monroe Greenthal & Co., chairman of the COMPO art directors sub-committee. He was assisted in arranging the exhibits by Sam Roberts of 20th Century-Fox and Bill Gold of Warner Bros.

A similar showing will be held later before the advertising and publicity directors of the major companies, who also will be asked to select the five sketches which in their opinion are most appropriate.

Each list will be kept secret until the next meeting of the full art directors committee at a date to be announced later. The final choice will be made in time to have the trophies made so that they may be presented to the winners of the poll at the public awards ceremony to be held in Hollywood early in December.

Bow of 'Summertime' At Astor Tomorrow

Grace Kelly and Margaret Truman will head the list of prominent persons attending the gala premiere of "Summertime," which will be held at the Astor Theatre tomorrow evening.

Proceeds of the performance will be donated to the "Salute to France" program sponsored by the American National Theatre and Academy.

Fox Renews Contract With WRCA-TV Here

Twentieth Century-Fox has renewed its contract with Station WRCA-TV here for another year and will continue its policy of advertising its Broadway openings and neighborhood engagements over the NBC outlet, it was announced at the weekend.

Slated for special promotion on the station are "The Tall Men," "The Left Hand of God," "House of Bamboo," "How to Be Very, Very Popular" and "The Virgin Queen." The order was placed through the Charles Schlaifer Co., advertising agency.

HE KNOWS IT'S GOOD BUSINESS...



MEN OF SUCCESS...

TO PUT UP A GOOD FRONT!

Er . . . *is your front showing?* It had better be, for that's where you sell your patrons—*out-in-front!*

The successful showman fully realizes and capitalizes on the *ticket-selling value* of dressing up the front of his theatre with Accessories that *tell* and *sell* his pictures . . . now playing and coming.

He cashes in with success by *exciting* patrons' eyes and appetites with powerful and colorful Standees . . . Displayaways . . . Posters and Stills!

Feature and Special Trailers do the rest of the job of keeping up patron interest and desire for more entertainment. Contact your N.S.S. salesman today and he'll show you successful plans to keep you out-in-front!



NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

Schlesinger

(Continued from page 1)

20th-Fox president Skouras for Johannesburg for on the spot negotiations, declined any comment as to whether the deal was set or not. Comment at this point, he maintained, would be "academic," explaining that until a deal is consummated nothing much can be said.

However, he said that as soon as a deal is signed there would be a joint statement by Skouras and himself.

Meanwhile, it was learned that Skouras has delayed his departure to South Africa until this week, possibly tomorrow. Schlesinger, it is understood, will leave with him, barring any change in plans. Originally, their departure was scheduled for the past weekend.

According to MOTION PICTURE DAILY dispatches from London, approximately $7,000,000 is involved in the deal for the "theatre and cinema side, exclusive of production facilities," as Schlesinger put it here. London reports stated that the offer of 20th-Fox to acquire at least 90 per cent of the ordinary shares of John Schlesinger's African Theatres is in the interests of assuring itself of outlets for its CinemaScope product in the 175 South African theatres involved.

Editor Defends

(Continued from page 1)

Friday hearing of the Senate Education Committee. He said later testimony will be introduced to show that the rate of juvenile delinquency is higher in Ohio than in states that do not have censorship. "You cannot say that one field of expression should be censored and another should not," Nadel said.

Nadel took issue with a statement by Rep. James P. Kilbane (D., Cleveland), only other witness. Kilbane said "a lot of objectionable movies have been shown in Ohio since U. S. Supreme Court decisions."

Nadel said most Ohio exhibitors are responsible citizens and have not shown objectionable films.

Sen. Joseph Bartunek (D., Cleveland) was the only member of the nine-man education committee present to hear Nadel and Kilbane. Others were attending other committee hearings.

Kirsch Plea

(Continued from page 1)

designate allocations, handle adjustments and disputes because he is more familiar with his accounts than the home office. The Allied unit president was critical of present policies whereby the home office fixes terms without due regard ot economic conditions surrounding a particular exchange area.

Contending that each company has a monetary investment in its managers but is not backing up the investment, Kirsch said that local autonomy would place the branch head in a position of greater trust and responsibility and that "if he isn't worthy of this authority, then he isn't worthy of the position he holds."

Kirsch said that this would not be a panacea for solving all problems, "but if given a reasonable opportunity to succeed, it would bring about a new and constructive era in the field of exhibitor-distributor relations.

Shurlock and White Heard

(Continued from page 1)

quence in "Not As a Stranger" was improper screen material, Shurlock quoted the film's producer as saying that he had used the horses to show, symbolically, that yielding to passion, as did the human principals in the film, is "giving in to animal instincts."

On "Son of Sinbad," among other films singled out by Mooring for criticism, Shurlock said the picture had been rejected in its original form 16 months ago, and when it was brought back for re-editing the Code office had required that the dance scenes be shortened by from 40 to 60 per cent.

To a charge that a convicted murderer author's name was permitted to remain on the title section of "Cell 2245, Death Row," in violation of the Code, Shurlock pointed out that the Authors League of America requires that all authors, without exception, be given credit on the screen.

Historically, Shurlock told the committee, the Code Administration has dealt head-on with public complaints regarding picture material, citing the gangster cycle of 1937, the horror cycle of 1940 and the cycle of home-drinking pictures five years ago. He recounted how the producers have complied with Code Administration suggestions by minimizing, or dropping completely, the material complained of.

When Kefauver tried to lead Shurlock into comments regarding advertising material prepared for films, Shurlock said, "I know little about advertising. It has always been a mystery to me. I'm sure Gordon White has covered that subject thoroughly for you."

Specimens Shown White

For upwards of an hour, White had undergone pointed inquiry by Kefauver and committee counsel James Bobo concerning the set-up and operation of the Advertising Code, its financing, objectives, line of authority, and concerning specific advertisements which the committee had plastered on easels virtually surrounding the witness stand.

Following the morning session, Kefauver posed repeatedly with these easel-mounted advertisements for press photographers.

Early in his testimony White pointed out that "advertisements" mounted on easels were not advertisements in fact, but were covers of press books furnished exhibitors, and not published generally, although some bore pictorial material also used in published advertising. White requested that the committee give him these mountings, when hearings were concluded, so he might show them to advertising directors here and in New York, and Kefauver promised to comply.

Asks Freeman Transcript Disks

White also requested a transcript of the testimony of Y. Frank Freeman, Paramount vice-president in charge of the studio, rendered the previous day concerning "Hell's Island" advertising material, about which Freeman had said, "There is no excuse for it."

The "Hell's Island" advertising became the focal point of much of Kefauver's questioning, with the senator extracting from White an explanation that he had objected to the material in the beginning but was persuaded by Paul Raibourn, Paramount vice-president, after conferences with Paramount executives and after viewing the picture, to reconsider his decision and approve it. White had said previously that some 130,000 pieces of advertising material are submitted to him annually, with less than two per cent proving open to objection under Code rule, and said this was one such instance.

Kefauver also demanded full particulars on the origin and execution of the scene-in-the-garden advertising illustration for "East of Eden," and produced a clip from the film to show such a scene had been filmed before the illustration was drawn from it. Several other pictures were brought up by Kefauver and counsel for similar explanation, with White furnishing background facts in all cases. "Rogue Cop," "Blackboard Jungle" and "New York Confidential" were among those named.

Complaints Numerous

Kefauver told White his committee has received "hundreds and hundreds" of letters from citizens complaining about motion picture advertising, adding, "hundreds more than about the pictures themselves."

Earlier Motion Picture Industry Council executive secretary Lou Greenspan described the MPIC as the "Senate of Cinema" pointing out that 26 unions and guilds, together with all management organizations in industry, maintain the MPIC as a meeting-ground on which all confront the industry's broader problems, particularly in public relations, and discuss procedure. He said it was his opinion, based on his experience with MPIC and through a long production career, that "motion pictures do not have any effect at all in creating juvenile delinquency."

Roger Albright, director of the department of educational services for the Motion Picture Association of America, was the final witness for the MPAA.

Kefauver Urges Respect for Opinions of Clean-Film Groups

HOLLYWOOD, June 19. — Addressing the Independent Motion Picture Producers and the Television Producers Association at the luncheon break during Friday's hearing on juvenile delinquency, Sen. Estes Kefauver asked that caution in production be observed to reduce objections raised by the clinical diagnoses of organizations whose opinions must be taken into consideration, but he complimented the TV producers for recognizing their obligation to society by drafting an excellent code.

Prints to Other Media

Kefauver cited other media such as crime comic books and the 350-million-dollar-yearly pornography business, including post cards, records and films, as contributing factors to juvenile delinquency which cannot be ignored. He suggested that the film industry create programs of "personalized stories," taking cameras into juvenile courts to show the value of probation officers, and to show conditions in penal institutions and the problems of school age youngsters finding difficulty in obtaining summer vacation employment.

Toll TV

(Continued from page 1)

ment of TV today is not lack of money but lack of talent. He said that if good shows were provided, they would attract large audiences and advertising sponsors.

Warns of Costs

"Let no one be deceived that toll television will be inexpensive," he said. "A week's programming of subscription telecasts will in time cost the average family between $3 and $5. While many shows may only charge a fee of 25 cents, before long some telecasts, like baseball, will be charging 50 cents to $1. In fact, telecasts of certain prize fights, which are shown exclusively over closed circuits in movie houses, have already charged from $2 to $5."

Celler also claimed pay TV would preempt the peak evening hours of 8 to 10 P.M. He said today's most popular shows, like "I Love Lucy," would be the first shows to be brought under toll TV, and added that such fine shows as "Peter Pan" would never again be free.

The price charged the public would not be set by the cost of programming the show but rather at the price likely to bring the pay-TV operator the biggest return, Celler declared.

Ill. Allied to Elect Officers on June 29

CHICAGO, June 19.—Allied Theatres of Illinois will hold its 25th annual meeting and election of officers and directors on June 29 at a luncheon session in the Blackstone Hotel here. This was decided at a meeting of the unit's board.

The directors commended the exhibitors in the Chicago area for their letter-writing campaign against toll TV to the Federal Communications Commission. The board also endorsed the COMPO Audience Awards poll and called on exhibitors in the state to give their fullest cooperation to the project.

Publicist Named for 'Foreign Intrigue'

Maria Van Slyke, publicist, has been named unit publicity manager for the production in Europe of "Foreign Intrigue," starring Robert Mitchum in the feature-length version of the television program, it was disclosed on Friday by Francis M. Winikus, national director of advertising-publicity for United Artists, distributor. Filming will be done entirely in Europe.

Winikus also announced that the public relations firm of Rogers & Cowan has been engaged as advertising-publicity representative for the picture.

Senate Approves Mack

WASHINGTON, June 19. — The Senate has unanimously confirmed Richard A. Mack of Florida for a seven-year term as a member of the Federal Communications Commission. Mack, a state public utilities commissioner, was named by President Eisenhower to start serving July 1, replacing Commissioner Frieda Hennock.

TENT TALK

Variety Club News

BOSTON — Six international officers of the Variety Clubs will attend the "Great Heart Award" banquet at the Hotel Statler here tonight. They are R. J. O'Donnell, George Hoover, John Rowley, Edward Emanuel, George Eby and Jack Beresin. The award will be presented to Rudolph F. King, Massachusetts Registrar of Motor Vehicles and treasurer of the Children's Cancer Research Foundation. Joe Cronin, general manager of the Boston Red Sox, and his entire team will be present at the banquet.

△

ATLANTA. — Special newspaper sales for Atlanta's 1955 "Old Newsboys Day" brought in approximately $76,000 for the Cerebral Palsy Fund, it was announced to members of the Variety Club at their meeting here. H. T. Spears, the club's chief barker, stated that this year's collection is $10,000 above the 1954 total.

△

PHILADELPHIA. — The annual "Johnny Night," of this city's Variety Club, which this year was held at the Connie Mack Stadium, drew 15,000 spectators. For the seventh straight year some of the outstanding names in the entertainment world donated their services. A soft ball game between two teams of models—blondes vs. brunettes—was followed by the regular National League game between the Phillies and the Chicago Cubs.

△

ALBANY, N. Y.—Officers of the Albany Variety Club have considered, and are expected to submit, a favorable report to members on a proposal by the management of the Sheraton-Ten Eyck Hotel to move the V.C. quarters to the air-conditioned mezzanine space of the hotel now occupied by another organization.

Guild Names Gross Ass't Sales Head

The appointment of Art Gross to the newly created post of assistant general sales manager of Guild Films, a TV syndication firm, has been announced by Reub Kaufman, president.

Gross, who handled promotion for Skouras Theatres before joining Guild two-and-a-half years ago, had been head of Guild's client service department. He was succeeded by Curtis Kaufman, who had been assistant director of the department.

ABC-TV Time Sales Exceed $58,500,000

Gross time sales for the television network of the American Broadcasting Co. for the 1955-56 season have passed the $58,500,000 mark, setting a new sales record for the network, it was disclosed on Friday by Slocum Chapin, vice-president in charge of sales for ABC-TV.

The $58,500,000 represents 49 different sponsorships—31 for new business and 18 in renewal orders, Chapin reported.

Scores Silence on Toll TV

(*Continued from page* 1)

also questioned whether there is a "conspiracy" among producers to turn out special film product for toll TV.

The committee threatened long and bitter court challenges of any system licensing first-run films to TV. At one point, it practically called for an exhibitor boycott of Paramount.

Alfred Starr, Nashville, Tenn., former president of Theatre Owners of America, and Trueman T. Rembusch, Franklin, Ind., former Allied States president, are co-chairmen of the committee, which claims to represent approximately 75 per cent of the nation's theatres.

The committee's stand was contained in a joint statement issued by Rembusch and Starr, following a two-day policy session here last Thursday and Friday. The session, held in the office of the law firm of Cohn and Marks, was called to go over statements to be filed with the FCC early last month in rebuttal to toll TV proponents.

Say Comment Was Requested

The Rembusch and Starr statement pointed out that the FCC had asked for comment from all interested parties on the toll TV question, and that one of the specific points on which the FCC had requested information was "the role played by the motion picture industry in subscription television." The statement also pointed out that the FCC has received thousands of communications on the subject from individuals and organizations all over the country.

"It is with shocked surprise," the statement continued, "that we learn that one very important segment of the motion picture industry, namely the producers of motion pictures and their association, the Motion Picture Association of America, has chosen to remain silent and to file no comments whatever in connection with this most important matter. This silence on the part of production is in our opinion utterly fantastic, and all of the motion picture exhibitors of this country are entitled to have an explanation of the reasons. One inescapable conclusion which exhibitors may draw is that Paramount Pictures dominates MPAA. If this is true, exhibition is entitled to a clear statement of that fact. If it is not true, exhibition is equally entitled to an explanation."

Cites Difference in Films

Starr and Rembusch said films being produced today for theatres are entirely different from those being produced for TV, and added that no company should be more aware of this than Paramount, with its VistaVision process involving "new vast dimensions . . . that cannot be duplicated on the television tube." They added that there are many other limitations such as aspect ratio and lack of clarity that are inherent in TV projection, "built-in limitations that can never be overcome no matter what technical improvements might be made in the future."

"With all these facts in mind," their statement continued, "it becomes immediately obvious that the only possibility of financial success for production in the proposal to show first-run motion pictures in the home will lie in a conspiracy among the producers to design a particular kind of product that is not suitable for the motion picture theatres. The question arises as to whether or not the producers of motion pictures, and particularly those producers who are now members of MPAA, will be willing at any time in the future to enter into such a conspiracy."

Patent Control Stressed

The statement reminded the film companies that the patent for toll television "is controlled by only one of their number." It said that if the FCC approves toll TV, the companies "might seek access to that untried market only to discover that the patent holder can name its own terms. It is not at all inconceivable that Paramount would agree to open that market to other producers, but only on terms that are set by Paramount, and that the 10 per cent of the 90-10 formula would apply to them as it now applies to exhibitors."

Starr and Rembusch warned of bitter exhibitor court fights against any system licensing first-run films to toll television. Asserting that there are now some 400 anti-trust cases pending in Federal courts, involving some $600,000,000 of claims, they said "it is obvious that any distribution system that contemplates licensing first-run pictures to pay-to-see TV will find itself the target of increasing and endless litigation."

The statement said that while the film industry is unique in many respects, "it is certainly unique in that it is probably the only industry in which the suppliers of a product have consistently shown such blatant disregard for the welfare of its customers."

"We are now witnessing the paradoxical spectacle," the statement went on, "of Paramount Pictures, through its president, Barney Balaban, saying openly to the only customers it has that it is now preparing to jeopardize that market and seek a non-existent market which promises richer returns. We cannot bring ourselves to believe that the other producers, those who have no control whatever over these patents, having been wooed by these fallacious promises, will be seduced by them.

"If Paramount is going to sell the output of its studio through its Telemeter exhibition outlet in preference to its long-time theatre customers, exhibition should now prepare to strengthen and increase in every possible way those sources of supply which can be counted on to deliver their films to the present market."

Paramount and MPAA officials could not be reached for comment on the statement of the Committee Against Toll TV at the weekend. Paramount's International Telemeter filed comments with the Federal Communications Commission, asserting at one point that it envisioned theatres being aided by the advertising and publicity values of films shown on subscription TV.

30 First Runs Set

PITTSBURGH, June 19.—Columbia Pictures is sending a dual bill of "It Came from Beneath the Sea" and "Creature with the Atom Brain" first run into 30 local and neighborhood houses on Wednesday.

Netter

(*Continued from page* 1)

marked the activities of Altec in the installation of CinemaScope and stereophonic sound in several thousand theatres.

The Todd-AO Corp. licenses and distributes the technical projection and sound equipment which will be featured in the presentation of "Oklahoma." In joining Todd-AO, Netter expressed his conviction that the future of the industry lies largely in the advent of presentations on curved screens of giant scope and that the Todd-AO version of "Oklahoma" will revise the thinking of those who have felt that the ultimate had been reached in technical developments.

Truck Tieup

(*Continued from page* 1)

dimmer view when he said that the tie-up could last longer than predicted because "the two parties are far apart in their negotiations."

Meanwhile, Film Row was jammed with private cars of exhibitors, managers and owners driving to the various film exchanges to return or pick up film prints. As of Friday no theatre in the strike area was reported without a show.

Goodman Named

(*Continued from page* 1)

all policy matters for the new company.

An industry veteran, Goodman's experience has been in all phases of distribution, having been with Paramount for the last 25 years. He will assume his new duties today.

Five Foys to Attend 'Foys' Coast Opening

HOLLYWOOD, June 19.—Five of the original seven little Foys will attend the West Coast premiere of Paramount's "The Seven Little Foys" at the Paramount Theatre in Beverly Hills on Thursday. The adult Foys, children of the late Eddie Foy, are Bryan, Charlie, Irving, Madeleine and Mary, plus Eddie Foy III, son of Eddie Foy, Jr., will be the guests of honor at the benefit opening for United Cerebral Palsy and the John Tracy Clinic for deaf children.

Meanwhile, Bob Hope has completed his Texas tour in connection with state-wide premieres of the picture. "Gala"-type openings were held in San Antonio, Austin, Houston, Dallas and Fort Worth. Hope returned here over the weekend.

Civic Leaders and Socialites To Attend 'Foy' Bow in N.Y.

More than 60 civic leaders and socially prominent persons have accepted invitations to serve on the committee for the premiere of "The Seven Little Foys" at the Criterion Theatre here on June 29. All proceeds will go to United Cerebral Palsy. Gen. James H. Doolittle is chairman of the premiere group.

Files Trust Suit

SAN FRANCISCO, June 19.—Renee La Marre, theatre owner of San Leandro, has filed a triple damage suit against 13 film distributors in an anti-trust conspiracy case.



It's true what they're saying about 20th's

HOUSE OF BAMBOO

(THE PLACE THEY TALK ABOUT IN WHISPERS!)

Tokyo couldn't hide it! Washington couldn't hold it back! CinemaScope had to film it on the spot!

For the first time,"House of Bamboo" reveals the sensational story of how the U.S. MPCI teamed with Japanese Security Police...and baited their plan with a forbidden Kimono Girl...to crack the terror of renegade ex-GIs who formed the Tokyo underworld, the hottest since "Chicago" days.

For the first time, CinemaScope plunges you into the teeming heart of exotic Tokyo with its bizarre Oriental streets, crowded waterways and magnificent ancient shrines...sights even more enchanting than the streets of Rome in "Three Coins in the Fountain"...even more startlingly picturesque than the panoramas of Hong Kong in "Soldier of Fortune."

It's available in July, from 20th!



20th Century-Fox presents ROBERT RYAN • ROBERT STACK SHIRLEY YAMAGUCHI • CAMERON MITCHELL in HOUSE OF BAMBOO with Sessue Hoyokowo • Sondro Giglio • Produced by BUDDY ADLER • Directed and additionol dialogue by SAMUEL FULLER • Written by HARRY KLEINER • COLOR by DE LUXE

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 120 NEW YORK, U.S.A., TUESDAY, JUNE 21, 1955 TEN CENTS

Arthur Levey Says:

Rep. Celler Bill Could Resolve Toll-TV Issue

Skiatron Will Oppose It When Brought to Vote

The entire subscription television issue could quickly be resolved, one way or another, by a bill introduced yesterday in the House by Rep. Emanuel Celler (D., N.Y.) which seeks to prohibit governmental approval of toll-TV, Arthur Levey, president of Skiatron Electronic and Television Corp., declared here yesterday.

"Celler's measure is helpful to the toll-TV interests by bringing the issue to a head," Levey said. "If the bill is ever brought up for a vote, we will lobby against it," he stated.

Levey declared that Rep. Celler is

(*Continued on page 4*)

Johnston Praises Industry's Role at Kefauver Hearings

The motion picture industry presented its case "admirably" before Sen. Estes Kefauver's subcommittee, Eric Johnston, president of the Motion Picture Association of America, said here yesterday.



Eric Johnston

Johnston, asked to comment on the just-completed hearings in Hollywood by Senator Kefauver, said the industry was "well-represented." The subcommittee, probing problems relating to juvenile delinquency, is now slated to focus attention on the television and radio field and other industries.

Questioned as to the French situa-

(*Continued on page 6*)

Start Nine Pictures

Production Takes Another Spurt; 39 Films in Work

From THE DAILY Bureau

HOLLYWOOD, June 20.—With shooting started on nine pictures last week, production took another big spurt, sending the total number of pictures in work to a total of 39. Two weeks ago, there were 37 pictures before the cameras in Hollywood studios, a high figure in recent years. Five productions were completed in the last seven days.

Started were "Bobby Ware Is Missing" (Allied Artists); "Apache Woman," Golden State Prods., Superscope, Eastman Color (American Releasing Corp.); "Inside Detroit" and "Survivors Two," Warwick, CinemaScope, Technicolor (Columbia); "Forever, Darling," Zanra Prods., Eastman Color, and "I'll Cry Tomorrow" (Metro-Goldwyn-Mayer); "The Way Out," Todon Prods. (RKO Radio); "The Court-Martial of Billy Mitchell," U. S. Pictures, CinemaScope, WarnerColor, and "The Searchers," C. V. Whitney Pictures, VistaVision, color (Warner Bros.).

Completed were: "Operation Uranium" (Allied Artists); "Cockelshell

(*Continued on page 6*)

1,043 Houses Pledge Hospital Collections

A total of 1,043 theatres, both circuit and independent, have signed pledges to take up special one-day audience collections during the week of Aug. 15, for the Will Rogers Memorial Hospital and Research Laboratories. According to Sam Rosen, acting for national chairman S. H. Fabian, who is ill, many theatres will extend collections to two and three days and, in some instances, a full week.

20th-Fox to Build Theatre in England

From THE DAILY Bureau

LONDON, June 20. — In order to provide an outlet for its CinemaScope product in the naval port of Plymouth (population 189,400), 20th Century-Fox will construct its own theatre in the center of the city, where it has been allocated a site by the Plymouth City Reconstruction Committee.

The majority of Plymouth's theatres

(*Continued on page 6*)

Salesmen Win New 2-Year Contract

Major distributors and the Colosseum of Motion Picture Salesmen have reached an agreement on a new employment contract, following prolonged negotiations between committees representing both sides. J. R. Mandelbaum, commissioner of the

(*Continued on page 6*)

'Land of the Pharaohs'

[*Warner Bros.*]
(CinemaScope) *Hollywood, June 20*

"BIG" is the keyword for this vast attraction in CinemaScope and WarnerColor, produced and directed by Howard Hawks at the place named in the title.

It is a big production in every sense of the word, but most strikingly of all is the tremendous number of players seen in its steady succession of brilliantly impressive sequences. Hundreds, sometimes thousands, are seen in processions—of soldiers, of slaves, of citizens—and at Herculean labor on expansive plains, in quarries, endlessly, tragically engaged in building a pyramid for the glorification, and entombing, of

(*Continued on page 5*)

Lombardo Reports:

Films of Italy Show Gains in World Market

1,000 Attend Titanus' International Meeting

By MARTIN QUIGLEY, JR.

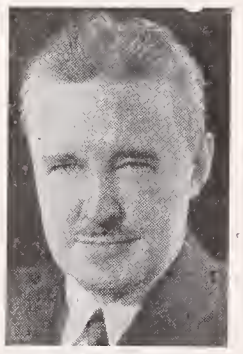
ROME, June 20.—Opening the impressive international convention of Titanus in a strikingly beautiful hall of the Rome Exposition Grounds today, Dr. Goffredo Lombardo, president and owner of Titanus, said his and other Italian producing and distributing companies are winning an increasing share of the international film market.

Titanus' 1,000 convention guests, including 100 foreign film distributors and 50 journalists from many countries, were told that the purpose of the meeting here is to show the world the Italian determination to make

(*Continued on page 5*)

Para., MPAA Turn Down Charges of Anti-toll TV Group

Paramount Pictures and the Motion Picture Association of America rejected charges here yesterday made by the Committee Against Pay-As-You-See TV.



Paul Raibourn

Paul Raibourn, Paramount vice-president, in answer to an inquiry as to what he thought of the committee's weekend statement, said he found it a little hard to comment since the committee had not sent him a copy of the release.

However, he went on to state that he felt that the part of the committee's statement which received em-

(*Continued on page 4*)

"A must-see! Brilliant and penetrating!"
—MOTION PICTURE MAGAZINE

STANLEY KRAMER Presents
NOT AS A STRANGER
starring OLIVIA de HAVILLAND · ROBERT MITCHUM · FRANK SINATRA
GLORIA GRAHAME · BRODERICK CRAWFORD · CHARLES BICKFORD
thru UA

Personal Mention

DARRYL F. ZANUCK, 20th Century-Fox vice-president, has arrived in London by plane from New York, and is scheduled to return to Hollywood from there by plane on Thursday.

•

EARL I. SPONABLE, 20th Century-Fox technical director, and HERBERT BRAGG, of the research department, left New York last night for Rochester.

•

HARRY KALMINE, vice-president of Stanley Warner Corp., will return to New York from Europe today aboard the "United States."

•

CHARLES BOASBERG, vice-president in charge of sales for Distributors Corp. of America, is in Chicago from New York.

•

MAURICE NEWTON, member of the Paramount directorate, will arrive in New York today aboard the "United States."

•

R. JOHN HOUGH, founder and president of Empire Studios, Orlando, Fla., will arrive in New York today from there.

•

PINCUS SOBER, of M-G-M's legal department, returned to New York over the weekend from the Coast, and will leave here Thursday for Denver.

•

HOWARD DIETZ, M-G-M vice-president, is scheduled to return to New York today from the Coast.

•

J. R. GRAINGER, president of RKO Radio, has returned to Hollywood from New York.

•

ALFRED CROWN, Allied Artists vice-president, has returned to New York from the Coast.

Lockwood a Speaker At Heart Award Fete

BOSTON, June 20.—Arthur Lockwood, New England exhibitor and member of the executive committee of Theatre Owners of America, was the principal speaker at the annual Great Heart Award dinner, sponsored by the local Variety Club, at the Statler Hotel here tonight. Lockwood took the place of R. J. O'Donnell of Dallas, who was unable to be present.

Several hundred prominent guests from industry, public life and show business, including Joe Cronin and members of his Boston Red Sox team, saw the award presented to Rudolph F. King, Massachusetts registrar of motor vehicles and treasurer of the Children's Cancer Research Foundation, for his work in behalf of the latter organization.

Carlyle Blackwell

SYRACUSE, N. Y., June 20. — Carlyle Blackwell, who starred in more than 300 silent films, will be buried here tomorrow. He died in a Miami, Fla., hospital last Friday. He was 71 years old.

Principals Off for Schlesinger Talks

Spyros P. Skouras, president of 20th Century-Fox; Otto Koegel, general counsel for the film company, and John Schlesinger of Schlesinger Theatres of South Africa, will leave here today for Johannesburg, South Africa, to possibly consummate the negotiations whereby 20th-Fox will acquire an interest in the theatre circuit.

It is reported that the production-distribution company would acquire at least 90 per cent of the ordinary shares of Schlesinger's African Theatres for approximately $7,000,000.

Name Colbert 'U' Portland Manager

The promotion of Richard Colbert to the post of Universal Pictures' branch manager in Portland, Ore., to replace Ernest J. Piro who has resigned, was announced here yesterday by Charles J. Feldman, vice-president and general sales manager.

Colbert had been sales manager in San Francisco since 1951 and prior to that between 1947 and 1951, salesman in San Francisco. He joined Universal in 1942 in San Francisco and subsequently served as a booker in Salt Lake City.

SW's Joseph Liss Critically Injured

BOSTON, June 20.—Joseph P. Liss, 43, district manager for Stanley Warner's Massachusett theatres, was critically injured this morning when his car collided with another at an intersection on the Worcester Turnpike. He was rushed to the Worcester City Hospital where his name was placed on the danger list and where he underwent a complicated operation for multiple head injuries.

Mrs. Liss and their three children left their Lawrence home for Worcester immediately on receiving word of the accident.

Rites Thursday for MGM's Bryan Lee

Funeral services for Bryan Lee, 74, of M-G-M's home office exploitation department, will be held on Thursday at 10 A.M. at the Church of the Resurrection, Rye, N. Y.

Lee, who died Sunday morning while attending Mass at Rye, joined M-G-M in October, 1933. Previous to that, he had been a singer and composer and had appeared in two command performances in England. In addition to his widow, he is survived by a brother, a sister, a daughter and two grandchildren.

W. B. Dividend

The board of directors of Warner Brothers, at a special meeting held here yesterday, declared a dividend of 30 cents per share on the common stock, payable on Aug. 5 to stockholders of record on July 15, 1955.

Senate Group Votes 4-Year Limitation On Anti-Trust Suits

From THE DAILY Bureau

WASHINGTON, June 20. — The Senate judiciary committee late tonight unanimously approved a bill providing a uniform four-year statute of limitations for private treble-damage anti-trust suits.

The measure has already passed the House. A Senate judiciary subcommittee last week approved a six-year Federal time limit, but the full committee today decided to go along with the shorter time limit provided in the House bill.

At present, the time limit for bringing anti-trust suits is governed by state law, with the limit ranging from one to 20 years. Exhibitor spokesmen had proposed a time limit of anywhere from four to six years, while distributor officials originally had urged a two or three-year limit.

The judiciary committee also approved another House-passed bill to raise from $5,000 to $50,000 the maximum fine for Sherman Act violations.

To Ask New Kansas Anti-Censor Bill

A new bill to abolish censorship in Kansas will be sought by the industry, a spokesman for the Motion Picture Association of America declared here yesterday.

The spokesman expressed the association's disappointment that the Kansas Supreme Court on Friday ruled unconstitutional a 1955 law which would have abolished state censorship in the state beginning June 30.

The state supreme court held that the bill containing the anti-censorship provisions violated the section of the Kansas constitution which bans multiple subjects under one bill title.

The original Senate bill to repeal an obsolete motor carrier registration law was amended in the House to repeal the 1917 act setting up film censorship under the state Board of Review. Mrs. Frances Vaughan, chairman of the review board, expressed satisfaction at the ruling, which gives the board a new lease on life.

John Golden Services

Private services were held on Sunday for John Golden, prominent theatrical producer and one-time member of the Paramount board, who died in his sleep at his Bayside, L. I., home last Friday at the age of 80. Nicholas M. Schenck, president of M-G-M, and Mrs. Schenck were among a few close friends of the deceased who attended the services at the late producer's home.

Robert Burton Dead

Robert Burton, actor, producer and director, died Friday in Mt. Sinai Hospital here following a long illness. He was 46. Burton was the husband of Imogene Coca, television actress, and appeared in many of the Broadway productions of John Golden, who died the same day.

N.E. Film Carriers Back on the Job

BOSTON, June 20.—Although no agreement has been reached in the dispute between truck drivers and operators in the Local No. 25 Teamsters Union strike, the drivers for film deliveries returned to their jobs at the weekend on an hour-to-hour basis. Theatres in Massachusetts, Rhode Island and Connecticut lost only two days of film servicing during which time no theatre was reported without a show.

Myers to Testify on Trust Damages Bill

From THE DAILY Bureau

WASHINGTON, June 20.—Allied States general counsel Abram F. Myers said he expected to testify before a House Judiciary subcommittee next week in opposition to proposals to give Federal courts discretion to award less than treble damages in private anti-trust suits. The subcommittee has hearings scheduled next Wednesday and Thursday.

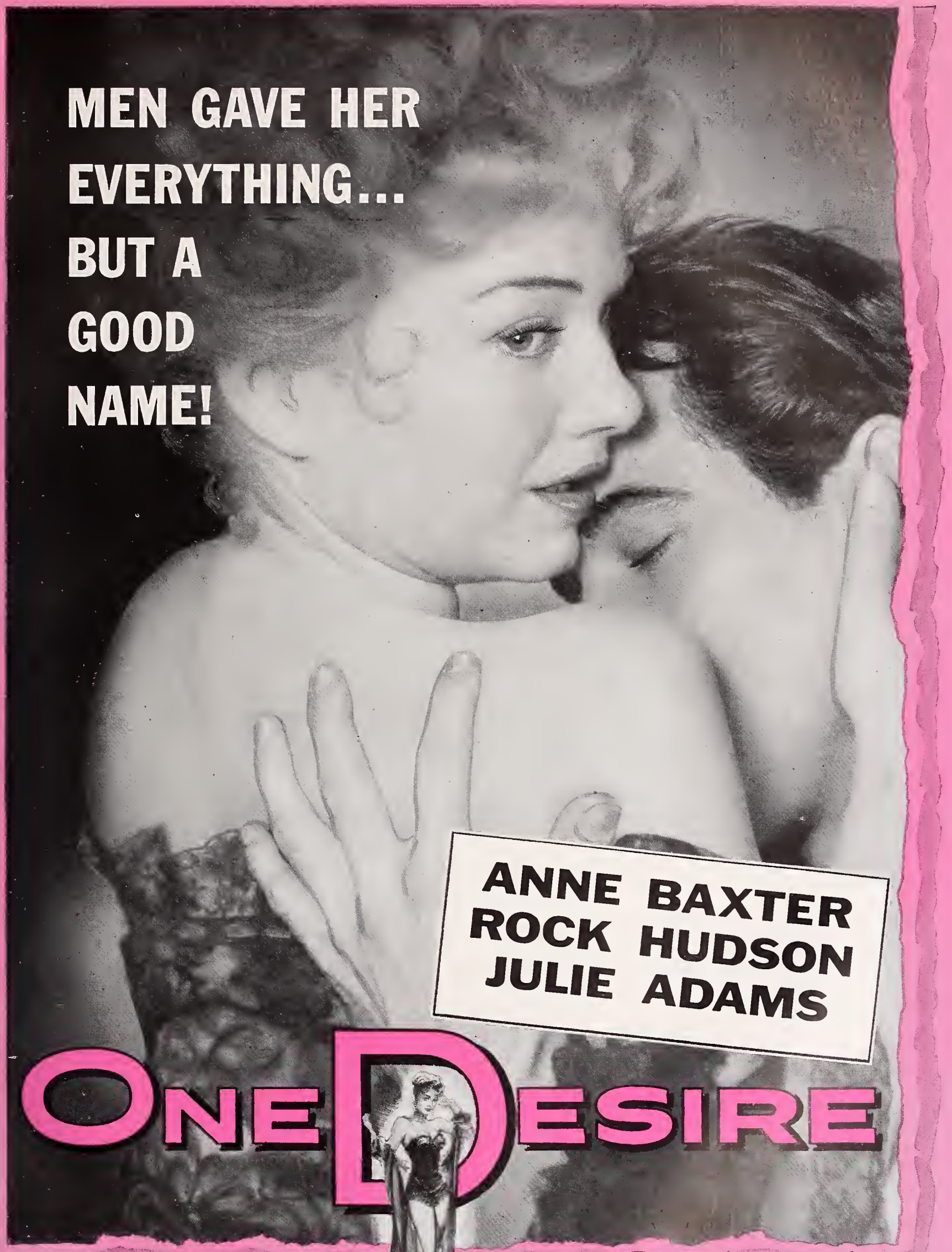
The idea of discretionary damages has been backed by film distributors. A spokesman for the Motion Picture Association said, however, that there had not yet been a decision whether an MPAA witness would testify next week. He pointed out that Adolph Schimel had made a strong plea for MPAA for this legislation in testimony before the judiciary subcommittee earlier this year on general anti-trust problems. The question before MPAA, this spokesman said, is whether to let Schimel's statement stand or supplement it now that the subcommittee is having hearings specifically on this one proposal.

NEW YORK THEATRES

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in CINEMASCOPE and COLOR starring
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with CARL BENTON REID
NATALIE WOOD

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Universal International

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Action Unlikely on Anti-Toll TV Bill

From THE DAILY Bureau

WASHINGTON, June 20. — House Commerce Committee chairman Priest (D., Tenn.) said he thought it very unlikely that there would be any action this session on a proposal to prohibit subscription television.

Rep. Celler (D., N. Y.) introduced such a bill in the House today, and it was sent to Priest's committee. Priest said he thought it possible that his committee would sooner or later have to take a look at the subscription television problem, but that it was obviously extremely late in the session for any action on so controversial a measure as Celler's.

Celler Bill

(*Continued from page* 1)

"misinterpreting the facts about subscription television as they are inspired by certain interests" in opposition to the medium. He declined to state what the "certain interests" were but mentioned Celler's association with the law firm of Weisman, Celler, Allen, Spett and Sheinberg which represents the Independent Theatre Owners Association.

The Committee Against Pay-As-You-See TV yesterday announced that it is "in favor" of Celler's measure, which has been referred to the House Commerce Committee.

The Celler Bill proposes to amend the Communications Act of 1934 to provide that the Federal Communications Commission "shall not authorize or permit any television station to impose a toll, fee, subscription or other charge, directly or indirectly, on the general public for the privilege of viewing TV programs received on home television receivers."

Officials at the television networks here yesterday refused to comment on Celler's measure.

Gen'l Teleradio Deal For RKO Films Off

HOLLYWOOD, June 20.—General Teleradio's negotiations for purchase of RKO Radio's film library have fallen through and no discussions are being held currently, according to usually well-informed sources. The negotiations, in progress for many weeks, sought the extensive RKO Radio film library for the use of Mutual Broadcasting System, controlled by General Teleradio.

A home office spokesman for RKO Radio yesterday said that while official advices are lacking, it is understood within the company that the General Teleradio bid for the company's film library is no longer in work.

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Television--Radio

with Pinky Herman

MILLIONS of Americans will have an opportunity of TViewing the identical version of Thorton Wilder's Pulitzer prize-winning "The Skin of Our Teeth," which will be presented June 28 at the Theatre Sarah Bernhardt in Paris, on NBC's two-hour colorcast Sunday, Sept. 11. Co-starring Helen Hayes and Mary Martin, the "color spread spectacular" will also feature Florence Reed, who created the role of the Fortune Teller in the original stage version and producer George Abbott's first return to the acting side of the footlights in 25 years. . . . Pee Wee King, whose ABCowboy TV'er is seen every Monday over a 58-station hook-up, has added a new discovery to his list which includes Eddy Arnold, Cowboy Copas, Ernest Tubb and Minnie Pearl—Charlene Mills, whom he has signed to warble regularly on the "Pee Wee King" Show. . . . CBS-TV tossing a special party to hear Stan Kenton's Ork at the Birdland on Broadway, previewing his "Music '55" summer series. . . . CBS-TV films have added the "Red Ryder Show" to its cowboy roster which includes "Gene Autry Show," "Annie Oakley Show," "The Range Rider" and "Buffalo Bill, Jr.," all Flying A Productions.

☆ ☆ ☆

Wouldn't surprise us a bit if Herb Sheldon were to change his theme song to "Night and Day." Herb's morning WRCA-pers has long been a TV favorite with New Yorkers and his new "Sheldon at Six" series has just made the charmed "best 10" circle among teen agers. (Well done, Sheldon.) . . . The newly-organized K & W Film Service, headed by Ralph Koch and Norman Witlen, has just installed its second Animation Effects Stand to handle both 16mm. and 35mm. film at their spacious studios, located at 1657 Broadway in Manhattan. . . . Revlon and General Foods will co-sponsor (alternate weeks) the "Johnny Carson Show," a situation comedy TV series which will originate at KNXT (Hollywood) CBStarting Thursday, June 30, at 10:00 P.M., EDST. Songtress Barbara Ruick will be a regular on the program with different guestars featured on successive weeks. Executive producer is Nat Perrin, with Bill Brennan and Joe Bigelow, co-producers, and director will be Seymour Berns.



Herb Sheldon

☆ ☆ ☆

Ace announcer Nelson Case, whose commershills have been waxed for the past two years (over 1,500 radio programs) had to forego his daily round of golf, or fishing, pinochle-playing or whatever else he might be doing to rush to the studio and do a "live" stint last week: his recording for that day's serial was missing. . . . Filmack's storyboards, which give the low-down on audio-video-animation, background and timing of TV spots, again being distributed to agencies, producers and TV stations. This is one FREE item that has WORTH. . . . After conferring with NBC execs on the syndication rights to his forthcoming telseries "Johnny & the Gaucho," producer Abby Greshler planed to the Coast over the weekend, stopping en route in Chicago. Starring Senor Wences, one of the greatest ventriloquists in the biz, the program written by Parke Levy, directed by William Cameron Menzies, with music by Vincent Gomez, is a cinch to click.



Nelson Case

☆ ☆ ☆

According to T. Gentry Veal, associate at the Kodak Research Laboratories, more than 60 per cent of television "air time" is on motion picture film and is expected to increase materially as continued development in TV apparatus takes place. The introduction of a new television tube, the Vidicon, which provides increased sensitivity of pick-up, plus better storage and amplification of the signals to be televised, has made the Iconoscope (first pick-up to utilize the storage principle) almost obsolete for film reproduction. . . . Irving Smith Kogan, formerly with Maubert St. Georges, Inc., has been named director of publicity of the McCarty Company's new department, created to serve industrial and consumer accounts handled by the New York office and to help integrate marketing of clients' packages.

Toll TV Grist for Newspaper Writers

Pay-As-You-See TV continues, long after the filing of comments by interested parties with the Federal Communications Commission, to be the center of press attention.

Over the weekend, "The New York Times" devoted a full page to an article on the subject by its television editor, Jack Gould; the New York "Daily News" on Sunday gave it a two-page spread by Ben Gross, TV and radio editor, and Bosley Crowther, N. Y. "Times" film editor, discussed its significance to producers and exhibitors in his Sunday column.

MPA-Para.

(*Continued from page* 1)

phasis in the trade papers, that television in the home and the theatre were different, seemed to agree with the position of Telemeter, the Paramount subscription TV subsidiary.

Telemeter, Raibourn maintained, in its reply to the queries posed by the Federal Communications Commission, had agreed completely with the Committee Against Pay-As-You-See TV that "in spite of either sponsored or pay-television, the motion picture theatres would be with us for a long time to come since that part of the public which liked to go out could obtain emotional values from the new motion picture processes, especially Vista-Vision, which frozen television standards will never be able to supply."

Deprecates Value of Statement

He also said that the remainder of the reported statement appeared to have little relation to the questions asked by the FCC; namely, whether pay-television would be in the public interest.

A spokesman for the MPAA pointed out that the association rarely takes a position on a major question such as toll TV without the unanimity of the 10 member companies. The reason for MPAA's silence on the issue, the spokesman continued, is predicated on the various positions held on the question among motion picture companies. It is not a question of one company "dominating" the association as charged by the committee, he declared.

'Itch' Grosses High In 8 U. S. Situations

Twentieth Century-Fox's release of "The Seven Year Itch" is registering top grosses in each of its first eight domestic engagements, it was reported here yesterday by the film company.

The CinemaScope film grossed $9,400 in two days at the New Theatre in Baltimore; $6,832 for two days at the Allen Theatre, Cleveland; with two-day grosses of $7,130 at the Century, Buffalo; $3,921 at the Palace, Rochester; and $8,100 at the United Artists, Detroit.

In its first week at the Warner Theatre, Atlantic City, "The Seven Year Itch" notched $10,765, against $7,399 for "How to Marry A Millionaire," 20th-Fox reported. The film is in its third week at the Loew's State here.

5 Translations of Speeches at Meet

Special to THE DAILY

ROME, June 20.—For the first time in industry history, a simultaneous translation into five languages of speeches at the international convention here of Titanus was employed to permit delegates from different countries to hear the addresses in their own language.

This afternoon convention delegates visited the Titanus studios, laboratory and dubbing plant. Tomorrow, an important address is expected to be given by His Holiness, Pope Pius XII to the first film industry audience at St. Peter's.

Italian Films

(Continued from page 1)

films that are internationally successful.

Dr. Lombardo said Titanus expects a year's gross business equivalent to $4,000,000, of which one-quarter will come from America. To this end, American stars, directors and writers are being used and co-production deals with American companies are encouraged.

On the company's new production schedule are such films as: "Bread, Love and . . . ," starring Sophia Loren and Vittorio De Sica; "The Swindler," starring Broderick Crawford and Richard Basehart, both of which are in production; "The Beauty at the Mill," a second Miss Loren-De Sica starrer; "The Roof," also starring De Sica; "Goya," in CinemaScope and Eastmancolor, to be produced in Spain, using English dialogue, the script having been written by Talbott Jennings; "The Story of the Black Cap," in CinemaScope and Eastmancolor, to be directed by Vincent Sherman, from a screenplay by Allan Scott, and with American stars; "Ferdinand of Naples" and "The Big Sissy."

Eitel Monaco, president of ANICA, the Italian producers-distributors association, appealed for co-production activities and the effective unification of the European market in an address to the opening session of the international convention.

He cited a predicted 1955 world gross for the Italian industry equivalent to $200,000,000, and reported that 60 films have been made here this year to date.

American industry spokesman who attack restrictions imposed on American films in European markets without excepting Italy from their criticisms, were scored by Nicola De Pirro, another convention speaker. He asserted that there are no barriers against American films here.

Henri Delac, head of the International Producers Federation, complimented Lombardo for calling the international meeting. The youthful Lombardo is sole owner of Titanus, founded 52 years ago by his father.

In Runaway Car

ATLANTA, June 20.—A driverless, runaway car with 73-year-old Miss Mamie Baker, a veteran employee of Wilby-Kincey Service Corp. here, a passenger, plunged over a 22-foot wall. Her condition is reported as "good."

'Land of the Pharaohs'

(Continued from page 1)

the reigning Pharaoh, portrayed with a full sense of characterization by Jack Hawkins.

It is big in historical importance, in that it shows with seeming authenticity how the rulers of Egypt achieved with hand labor the feats of construction that still baffle the archeologists, and big in educational value.

Big exploitation is indicated, and big receipts promised.

If the picture comes up thin on any count, it is in point of player names of signal marquee magnitude in the United States. The principal roles are played by Jack Hawkins, Joan Collins, Dewey Martin, Alexis Minotis, James R. Justice, Luisa Boni, Sydney Chaplin, James Hayter, Pieroa Giagnoni and Kerima, a finely chosen cast whose careers are certain to prosper in consequence of their performances here. But the attraction is of a size and character to make it largely independent, commercially, of player name values. It is designed for objective impact, rather than personality appeal, and is in itself and its import bigger than any star name that might have been superimposed upon it.

The script by William Faulkner, Harry Kurnitz and Harold Jack Bloom ties together in an original narrative some of the more widely known circumstances surrounding the building of the pyramids and some others not so generally publicized. The picture opens with Hawkins, the reigning Pharaoh, returning in glory from armed conquest of other lands, and moves on to the dawning of his ambition to erect a pyramid that will be impregnable against tomb-robbers such as have pillaged others in the past. As the work progresses, under direction of a captive whose design he has approved, his subjects and slaves make a slow transition from eager service to sullen obedience, and he levies tribute from subject nations to relieve approaching famine in his own.

The queen of one such nation brings only herself, instead of tribute to the Pharaoh's court, and so fascinates him that he makes her his second wife and she moves into a position of power from which she is able to instigate a series of plots which give the narrative intricate complication and wind up with the death of herself, her chief conspirator, and several innocent slaves, in the collapse of the burial crypt of the Pharaoh inside the pyramid.

The customs of the place and period are depicted fully and in detail, and in good taste, in manifest compliance with extensive research.

The photography of Lee Garmes and Russell Harlan, together with the inspired music score by the illustrious Dimitri Tiomkin, contribute powerfully to the monumental stature of the production.

Running time, 112 minutes. General audience classification. Release, July 2.

WILLIAM R. WEAVER

20th-Fox Holding Regional Meetings

Follow through meetings will be held this week at all 20th Century-Fox domestic and Canadian exchanges at which regional and local applications of merchandising and promotional policy evolved at the company's two-day national sales convention will be set into motion.

To be directed by division and branch managers who attended the home office meeting on Friday and Saturday called by W. C. Gehring, executive assistant general sales manager, the discussions will cover the handling of 18 major attractions slated for release between July and the first part of 1956.

Emphasis will be placed on flexibility of marketing and advertising, publicizing and exploiting each film meeting the requirements of all theatres, ranging from large key city houses to small town and small theatre situations and drive-ins.

Underscored in plans is the policy that 20th Century-Fox "likes to do business the way the exhibitor likes to do business," and that "whatever is good for one end of the industry is good for all components."

'Wedding Breakfast' Set

"Wedding Breakfast," Theodore Reeves' four-character play that was seen on Broadway this season, will be brought to the screen for United Artists release by a new independent production company headed by Shelley Winters, who will also star in the film.

Catholic Boycott of 8 Columbus Houses

COLUMBUS, O., June 20. — Permanent boycott of eight local neighborhood theatres and four drive-ins which showed Howard Hughes' "Son of Sinbad" was urged editorially by the Catholic "Times" following protests by four lay Catholic groups against the showings. The film was shown in several Academy circuit houses, and drive-ins, two owned by Fred Rowlands and two drive-ins owned by Frank Yassenoff.

The Catholic newspaper commended downtown Columbus theatres for not showing "Son of Sinbad." The editorial stated: "By showing such a filthy film as 'Son of Sinbad' in the neighborhood theatres, evil is presented to many more children than would be the case in downtown houses. For all good people, these theatres will be 'off bounds' for them and their children in the future. The proper answer is to keep away from these theatres at all times, not just from objectionable films."

The showings were held as scheduled. Ads for the attraction carried these statements: " 'Son of Sinbad' has the seal of approval of the motion picture production authority" and "Not recommended for children."

Bridgeport House Shut

BRIDGEPORT, Conn., June 20.—Loew's Poli-New England Theatres has closed the Globe Theatre here for the summer. Al Domian, manager, will serve as relief manager elsewhere until the autumn.

People

Earl Perkins, veteran Minneapolis film salesman, will celebrate his 40th anniversary in the film business in August. With Don Swartz-Independent since 1951, Perkins was with Warner Brothers for 25 years, prior to which he operated his own exchange in Fargo, N. D.

Gene Kline, former Universal salesman in Denver, has joined the San Francisco branch in the same capacity.

J. H. Edwards has been appointed manager of the Storey circuit's Peachtree Drive-in in Atlanta, having been transferred from the Scott Drive-in, Decatur, Ga. **L. E. Waldrup**, manager of the Decatur Theatre, has shifted to the Scott and **George Huff** becomes manager of the Decatur.

Dean Myers, assistant theatre editor and radio-television editor of the Columbus, O., "Dispatch," will join the radio-television publicity department of the J. Walter Thompson agency, New York, on Aug. 1. **Robert Connors** of the "Dispatch" staff will succeed Myers.

Jane Fritzi has replaced **Leo Bush** as head contract clerk at Universal's San Francisco exchange.

A dramatic full-page 2-color advertisement in the July issue of

McCall's

will be doing a month-long job of pre-selling

Stanley Kramer's

NOT AS A STRANGER

in more than 4,500,000 homes to more than 12,000,000 women

★

Get your share of this tremendous box-office being built by UA for

NOT AS A STRANGER...

BOOK IT TODAY

Report Toll Video Devices Taxable

A "cash-box television receiver" would be subject to an annual "stamp tax" of $10, the "New York Daily News" reported in its "Around the Dials" column by Rudy Bergman.

The report, based on a query to an Internal Revenue official, stated that a cash-box toll TV device under existing rules would have to be considered a "coin-operated amusement device"—in the same category as juke boxes.

News Roundup

Anderson Resigns V.C. Post

Art Anderson, North prairie district manager for Warner Brothers and former chief barker of Variety Club of the Northwest, has found it necessary, because of pressure of business, to resign his post as chairman of the club's hospital committee. He has been prominent in the club's charitable activities for the past 10 years.

■

Frank Harr Wed in 'Frisco

Frank Harr, sales manager for United Artists in San Francisco, has been married there to Mrs. Dorothy Hobgood, formerly a secretary with the Film Booking Agency of Northern California.

■

Fruchtman Buys Another

Jack Fruchtman, who operates the New and Keith theatres in Baltimore, has purchased the Parkway Theatre in that city and will inaugurate a first-run policy in the Autumn.

■

Langlois Filmusic Expands

Cy Langlois, Jr., president of Langlois Filmusic, Inc., has announced expanded facilities of the firm in enlarged quarters, with increased services to film producers, for whom the company supplies custom music scores.

6-Figure Settlement In Mass. Action

A settlement of an anti-trust suit under which Consolidated Theatres, which operates the Plymouth Theatre, Worcester, Mass., received damages in the amount of "six figures" has been agreed upon, William Gold, counsel for the plaintiff, said here yesterday.

In addition, the defendants agreed to supply first-run product to the Plymouth which is in competition with theatres of the Stanley Warner, Paramount and Loew's circuits.

The Plymouth is owned by Philip Loew and is leased to Consolidated. Damages totalling in the neighborhood of $15,000,000 had been asked in the suit which involved clearance and runs.

Review

"The Scarlet Coat"

(M-G-M)
(CinemaScope) *Hollywood, June 20*

THE Revolutionary War period of American history, infrequently dealt with on the entertainment screen, is brought colorfully and dramatically to life in this telling of a version of the Benedict Arnold story that, according to a foreword on the film, has come to light only recently. The production is big-scale in all particulars, with CinemaScope and Eastman Color giving expanse and depth to settings. Activities are closely identified with historical events of basic import to Americans of all ages (possibly all Britons as well) and with principal roles in the hands of such capable and exploitable players as Cornel Wilde, Michael Wilding, George Sanders, Anne Francis, Bobby Driscoll and Robert Douglas.

The story was written for the screen by Karl Tunberg, one of Hollywood's top talents, and the issues that the war was fought about are treated with the tranquillity of the historical perspective, rather than sensationalized. The picture was magnificently produced by Nicholas Nayfack and directed with experienced skill by John Sturges. If sheer technical excellence is a guarantee of commercial success in these days, the box-office question will be answered affirmatively.

The time of the story is 1780, with the war going badly for the colonists under George Washington, and with the British anticipating early victory. Benedict Arnold (played by Douglas) is Washington's trusted second-in-command, and Major John Andre (played by Wilding) is the youthful Adjutant General of the British forces in New York. Wilde portrays a young American patriot who pretends to betray the colonists' cause and join up with Andre to spy for the British, and as time and adventure go forward, these two become warm personal friends. There is much outwitting and cross-outwitting, in the traditional spy manner, before the infamous treason of Arnold is discovered by Wilde, and Major Andre's part in the matter becomes known. The final portion of the picture presents Wilde's attempted defense of Andre at the court martial, and closes with the execution of Andre.

The picture contains nothing that is likely to rekindle the one-time animosity between the British and the American peoples, but does contain a number of dialogue references, concerning the ultimate need of each for the other, which tend toward the opposite effect.

Running time, 103 minutes. General classification. Release date, Aug. 19.

W. R. W.

Salesmen in Pact

(*Continued from page* 1)

New York regional office of the Federal Mediation and Conciliation Service, aided in the negotiations.

The agreement, which will be in force for two years, calls for a $5.50 per week increase across the board. In addition, the pact specifies an increase to $5 per day car expense for city salesmen and $10.50 per day car allowance for country salesmen. The minimum starting salary for salesmen who have been employed in the industry for one year or more has been increased to $85 per week. An improvement in membership security provisions was agreed upon.

Representing the distributors in the parleys were Marvin Rosen, Loew's, chairman; H. C. Kaufman, Columbia; Arthur Israel, Paramount; J. E. McMahon, Republic; Frank Rosenfelt, RKO Radio; C. A. Hill, 20th Century-Fox; J. K. Chapman, United Artists; F. T. Murray, Universal, and Larry Leshansky, Warner Brothers.

The salesmen were represented by Glen Haviland, president; Paul Weiss, Lawrence Terrell, William Bugie, Milton Simon and David Bartell.

Kingsley Is in U. S. For Film, TV Study

David Kingsley, managing director of Britain's National Film Finance Corp. and financial adviser of the new British Lion company, has arrived in New York from London.

While here Kingsley will confer on possible future joint Anglo-American production plans and will examine the market here for British state-financed films, particularly those made under the experimental Group Three plan. He will also study the television market here as a potential outlet for British-made films.

20th-Fox Building

(*Continued from page* 1)

are circuit controlled and 20th-Fox has been unable to make a deal.

Company officials denied that 20th-Fox contemplates any large-scale building. "We are in no way interested in competing with the independent exhibitors who are our CinemaScope customers," one said. They admit, however, that other important situations are giving them concern and that building may be considered there when suitable sites are available.

Report Record Takes For 'Island Earth'

"This Island Earth," Universal-International's science-fiction feature which opened last week in key and sub-key cities from Coast to Coast as the first of more than 900 dates scheduled for a 30-day period, is reported by the company to have registered record opening days in Los Angeles, San Francisco, Indianapolis, Philadelphia, Boston, Jacksonville and other situations following the opening at the Victoria Theatre here.

U-I reported grosses as follows: Los Angeles, $14,750; San Francisco, $5,730; Indianapolis, $2,486; Jacksonville, $1,335; Boston, $4,293, and Philadelphia, $3,972.

Nominate John Davis For BFPA President

LONDON, June 20.—John Davis, managing director of the J. Arthur Rank Organization, has been nominated for the presidency of the British Film Producers Ass'n. The election is scheduled to be held at the Association's annual general meeting, July 14. Davis will replace Robert Clark, whose term is expiring.

Rejects Separate TV, Radio Board in Canada

OTTAWA, June 20.—Establishment of a separate regulatory board for television and radio is not warranted at the present time, a Parliamentary committee reported following a lengthy probe of the issue. However, the report recommended that a study should be made of the present system of financing the Canadian Broadcasting Corp. in order to insure the continued expansion of the national television service.

Johnston

(*Continued from page* 1)

tion, Johnston replied that negotiations for a new French pact will get underway in mid-July. He said he expected to go to Paris at that time to participate in the talks.

Johnston said that Jacques Flaud, director general of the French industry, had left this country for Germany in connection with French film affairs and is not due to return to France until July. From other quarters it was learned that Griffith Johnson, MPEA vice-president, may precede Johnston to Paris for preliminary talks.

Johnston declined any comment on the charges made against MPAA by the Committee Against-Pay-As-You-See TV.

Production Spurts

(*Continued from page* 1)

Heroes," Warwick, CinemaScope, Technicolor (Columbia); "Time Table," Mark Stevens Prod., Superscope (Independent); "Guys and Dolls," Goldwyn, CinemaScope, Technicolor, and "Quentin Durward," CinemaScope, color (Metro-Goldwyn-Mayer).

Four Films for RKO Before Cameras in July

HOLLYWOOD, June 20.—Marking the highest production activity at RKO for the past three years, four major productions for RKO release will go before the cameras in July, C. J. Tevlin, vice-president in charge of studio operations, announced today.

Three films which will start on July 6 are: the David Butler production, "Glory," Todon Productions' "The Way Out," and Bogeaus Productions' "Counterfeit." The fourth RKO release, to start on July 11, is Edmund Grainger Productions' "Great Day in the Morning."

'Summertime' Has Its Bow Here Tonight

The benefit premiere of United Artists, "Summertime," starring Katharine Hepburn and Rossano Brazzi, will take place at the Astor Theatre on Broadway tonight.

Proceeds from the opening will go to the "Salute to France" program sponsored by the American National Theatre and Academy to foster French-American cultural relations.

The guest of honor will be Rossano Brazzi, the film's co-star, who came from Rome for the Broadway opening. Also on hand will be "Miss Summertime," 18-year-old Georgiafaye Kennedy, who was selected as the most beautiful girl in New York to launch the city's summer season.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 121 NEW YORK, U. S. A., WEDNESDAY, JUNE 22, 1955 TEN CENTS

Third Major Acts

M-G-M Enters TV Field with Weekly Series

Theatrical Films to Be Promoted in ABPT Deal

Metro-Goldwyn-Mayer, announcing its entrance in the TV field, disclosed here yesterday that an agreement had been signed with American Broadcasting - Paramount Theatres, whereby the M-G-M studio will present a weekly half-hour program entitled "The M-G-M Parade."



N. M. Schenck

The announcement was made by Loew's president Nicholas M. Schenck who, in a statement, pointed up the promotion value of the projected series for theatrical motion pictures.

Commented Schenck: "Here at

(*Continued on page* 4)

Nearly 2,000 Houses Pledge Participation In Audience Awards

Nearly 2,000 theatres have already indicated they will take part in the Audience Awards compaign, it was revealed yesterday by Robert W. Coyne, special counsel for Council of Motion Picture Organization.

Leading the list of participating theatres are the various chains of the American Broadcasting - Paramount Theatres circuit, with 624 theatres; Stanley Warner with 302; Fox West Coast, 202; Loew's, 95, and RKO Theatres, 87. Others participating in-

(*Continued on page* 4)

20th-Fox Lot Has Another Oil Gusher

From THE DAILY Bureau

HOLLYWOOD, June 21. — The Universal Consolidated Oil Co. which is drilling for oil on 20th Century-Fox's studio property has brought in another gusher—the sixth oil well on the lot. Drilling on the well began on April 18.

Recommend Pinkney As CEA Secretary

By PETER BURNUP

LLANDUDNO, Wales, June 21.—Cinematograph Exhibitors Association officers meeting today in advance of their organization's annual convention here decided unanimously to recommend that the general council tomorrow appoint Ellis Pinkney to the post of general secretary of CEA, succeeding the late Walter Fuller.

Pinkney, an attorney, has been assistant secretary of CEA since 1948.

House Measure

Bill Would Let Public Decide On Pay-to-See

From THE DAILY Bureau

WASHINGTON, June 21. — Rep. Chelf (D., Ky.) has introduced in the House a bill to make it unlawful for the Federal Communications Commission "to decide the question of subscription television against the expressed will and desire of the great American public."

Chelf does not say whether he believes the public is for or against toll television, nor exactly how the FCC is to decide what the public's desire is on this question. Presumably, he would have the public's desire determined by a mathematical count of the telegrams and letters and postcards

(*Continued on page* 4)

First Address to Industry

POPE CITES FILMS' GREAT INFLUENCE

Urges Producers to Present the 'Good and Beautiful,' Not the 'Irrelevant, Harmful'

By MARTIN QUIGLEY, JR.

VATICAN CITY, June 21.—Addressing the Italian motion picture industry for the first time, Pope Pius XII today stressed the tremendous influence which the cinema exerts, particularly upon youth. Because of this, he declared, motion pictures should show respect for man and "should amuse without any lapse into vulgarity or unseemly sensationalism."

The Pope delivered a 40-minute address from a throne erected in front of the main altar of St. Peter's Basilica to 10,000 film industry workers, guests of the Titanus convention and other pilgrims who thronged the basilica. His voice and manner were vigorous despite his recent illness; only the quivering of his hands as he held the manuscript indicating the toll that 16 years in office has taken.

Members of the industry were asked

(*Continued on page* 6)

Truck Strike Hits 3 States

Special to THE DAILY

BOSTON, June 21. — Because agreements have not been signed between management and the union of the film delivery wage dispute, the union ordered drivers not to report to work this morning. This move constitutes a formal strike with Film Exchange Transfer Co., largest of the film carrier services in New England,

(*Continued on page* 6)

'Summertime' Has 'Gala' Premiere

United Artists' "Summertime" was unveiled here last night to coincide with the first day of summer. At a "gala" type of premiere at the Astor Theatre, a sellout audience of 1,300 was on hand for the event which was held for the benefit of the American

(*Continued on page* 4)

Refuse to Dismiss Terre Haute Suit; Trial on Aug. 11

Special to THE DAILY

INDIANAPOLIS, June 21.—Federal District Court Judge William E. Steckler has overruled a defense motion to dismiss the Federal government's Terre Haute Theatre anti-trust suit.

The Department of Justice charged two theatre companies with an illegal pooling agreement in Terre Haute and with monopoly of the town's first-run theatres. Defendants this year moved to dismiss the case on grounds of

(*Continued on page* 6)

TOA and Allied Units Merge to Form United Theatre Owners of Oklahoma

Special to THE DAILY

OKLAHOMA CITY, June 21.—The first merger of a Theatre Owners of America unit and a unit of Allied States Association was completed here yesterday when United Theatre Owners of Oklahoma came into being at an organizational meeting. The merger was effected by Theatre Owners of Oklahoma and Allied Theatre Owners of Oklahoma.

A charter for the new association was issued by the State of Oklahoma. It was decided at the meeting yesterday that the present directors of both groups, totalling 39, would continue to serve until the first annual convention.

Ray Hughes of Heavener, who was elected secretary, said that applicants would be interviewed for the post of executive director, a full-time executive. An office will be established on Film Row.

Other officers of the new organization are Ed Thorne, Oklahoma City, president; Bernard McKenna, Jr., Norman, vice-president; Claude F. Motley, Oklahoma City, treasurer, and Earl Snyder, Jr., Tulsa, board chairman.

AM-PAR Label for AB-PT Record Co.

AM-PAR Record Corp. has been selected as the corporate name of the new phonograph record company which was established last week as a subsidiary of American Broadcasting-Paramount Theatres, Inc. Samuel H. Clark, president of the new company, said AM-PAR will also be used as the label designation on the three speeds of records it is planned to record, manufacture and distribute.

Offices of AM-PAR Records are in preparation in the Paramount Building here.

Personal Mention

JAMES A. MULVEY, president of Samuel Goldwyn Productions, returned to New York yesterday with MRS. MULVEY following a two-month European tour.

CHARLES LEVY, Walt Disney Productions publicity and exploitation manager, has returned to New York from a tour with SETH PARKER and BUDDY EBSEN.

LITA STECKER SAND, daughter of SAM STECKER, official of Associated Circuit, Cleveland, has become engaged to ALAN COHEN, of that city.

H. M. BESSEY, Altec Service Corp. executive vice-president, has left New York for a tour of company branch offices.

CHARLES SCHNEER, producer, and RAY HARRYHAUSEN, his technical aide, are in Washington from Hollywood.

NAT LEVY, RKO Radio Eastern-Southern division sales manager, left New York yesterday for Pittsburgh.

ROY M. BREWER, Allied Artists supervisor of exchanges, has arrived in Hollywood from New York.

JAMES STEWART will arrive in New York today from England, en route to Hollywood.

ARCHIE MARSHEK, film editor, has returned to Hollywood from New York.

A. J. BRONSTEIN, drive-in operator in Hartford, has returned there from Chicago and the Coast.

CORDELLA BAIRD GROSS, writer, recently signed by M-G-M, has left New York for Hollywood,

CHARLES VIDOR is in New York from Hollywood.

Jay Quinn Resigns Fairchild Post

The resignation of Jay H. Quinn as manager of sales and advertising for Fairchild Recording Equipment Co. was announced yesterday by Sherman M. Fairchild, president. Quinn plans to establish a sales company in the New York area catering to radio and TV broadcast stations, recording studios and allied groups.

Quinn, formerly manager of Gray Research and Development Corp., assisted in the founding of the Fairchild organization in 1948.

Acquire 'Too Bad'

Don Getz and Edward Kingsley announced that they had acquired American distribution rights for the new Sophia Loren film "Too Bad She's Bad" ("Peccato Che Sia Una Canaglia") which also stars Vittorio De Sica and Marcello Mastroianni.

Hong Kong Territory Business Up 10-15%, H. O. Odell Reports

By LESTER DINOFF

In the aggregate, distribution business in the Hong Kong-Kowloon territory this year is about 10 to 15 per cent ahead of that of 1954, Harry O. Odell, managing director of International Films Ltd. and the Commonwealth Enterprises Corp., Ltd., stated yesterday at Allied Artists headquarters here.

"Distribution business is improving constantly in the 12 first-run theatres in the area," Odell said, adding that the gross business last year was an estimated 12 to 15 million Hong Kong dollars, which is equivalent to between $2,000,000 and $2,500,000 in U. S. currency.

Much Building Since War

Exhibition as a whole in Hong Kong and Kowloon "is feeling much competition due to the many first-run houses which have been built since the end of the war," the Far East showman, who handles Allied Artists product in that market, said. The post-war development in exhibition and the territories' population has been enormous, he stated. "At the end of World War II, we had two theatres, now we have 12 first-runs and many sub-runs and neighborhood theatres, a number of the latter playing only Chinese films," he said.

Odell pointed out that the population in the area is over the 2,500,000 mark and that an education program now under way in Hong Kong is teaching English to many Chinese.

English-language films are translated into the Cantonese dialect on a screen alongside of the regular screen, Odell said, in reply to a question concerning dubbing.

Says UK Attendance Down in 1st Quarter

By WILLIAM PAY

LONDON, June 21. — Replying to questions in the House of Commons, a spokesman for the Board of Trade said that motion picture theatre attendance in Britain for the first quarter of the year is estimated at 309,000,000.

The estimate compares with 326,000,000 estimated attendance in the corresponding 1954 quarter, and 328,000,000 in the 1953 quarter.

Replying to a further question the spokesman said there were 1,850 film quota defaulters here in the year ending September, 1954, compared to 2,510 in 1953, and 2,943 in 1952.

A. H. Weiler Named 'Times' M. P. Editor

A. H. Weiler, who has been with the New York "Times" for 25 years, has been appointed motion picture editor of the newspaper. Bosley Crowther continues as film critic and chief of the department.

Weiler has been in the motion picture department of the "Times" for the last 15 years.

Stewart in Phone 'Laramie' Stunt

Columbia's "Call Jimmy Stewart" telephone promotion campaign for "The Man from Laramie" is reported a resounding success by the company.

It was stated that phone company officials were reporting over capacity calls of more than 1,500 per hour in five of the ten cities in which the promotion is in operation. Phone company officials in some cities have asked for additional lines, it was added.

The plan involves newspaper ads which urge persons to call James Stewart at a listed number. An automatic playback device gives a sales pitch by the star via a recording.

See Copyright Group Effective in 90 Days

The Universal Copyright Convention, sponsored by UNESCO, will become effective in about 90 days, following the ratification last week by Monaco. The Convention is designed to standardize international copyright for literary, scientific and artistic works, including musical, dramatic and cinematographic works.

The Universal Copyright Convention is the culmination of eight years of work by UNESCO and experts in approximately 30 countries. It was signed by 35 nations at an international meeting in Geneva in 1952.

'Prelude to Murder' Acquired by Sabre

Victor Orsatti, president of Sabre Productions, announced that the independent company has acquired "Prelude to Murder," an original melodrama by Joseph Newman and Edward G. O'Callihan. Orsatti and producer-director Newman, who are in New York prior to leaving for Europe, disclosed that James Mason will be sought as the male star for the film, which will be made next spring in Yugoslavia.

Paul Quinn Named RKO Asst. Secy.

Paul J. Quinn has been elected Assistant secretary of RKO Radio Pictures to fill the vacancy created by the recent resignation of Peter F. Pugliese. Quinn is the company's home office attorney in charge of litigation and succeeded Pugliese in that position.

Harry Kalmine Returns

Harry M. Kalmine, vice-president and general manager of Stanley Warner Theatres, returned yesterday on the S.S. "United States" after a month's survey of the Cinerama operations in Europe. He participated in the Paris opening of "This Is Cinerama," supervised arrangements for the opening of the Sistina Theatre, Rome on June 28, and, in addition to visiting London and Milan operations, canvassed the possibilities of establishing Cinerama in Madrid and Florence. He was accompanied by Mrs. Kalmine.

News Roundup

New Cinerama Opening

With an advance sale of $26,000, "Cinerama Holiday" will open at Cincinnati's Capitol Theatre tomorrow. The opening will be combined with a city-wide celebration. Attending the premiere will be Gov. Frank Lausche, of Ohio, Gov. George Craig of Indiana, several mayors, producer Louis de Rochemont, John and Betty Marsh, who star in the picture; Harry Kalmine, vice-president of Stanley Warner; Lester Isaac, head of Cinerama exhibition, and Harry Goldberg, SW advertising and publicity director.

■

Celebrate Nickelodeon

Oregon film industry is observing the 50th anniversary of the Nickelodeon this week. Special trailers showing the development of pictures are being exhibited by the Evergreen, Hamrick, Adamson and J. J. Parker circuits, and by independent houses.

■

Oregon House to McFadden

John McFadden has leased the Liberty Theatre, Oregon City, from Terry Miller and will reopen the house in the near future.

■

Drive-in Plans Big Opening

Richard Smith, of Smith Management Co., which will operate the 2,070-car Meadows Drive-in Theatre, Hartford, under a 30-year lease from A. J. Bronstein interests, has extended an invitation to Broadway and Hollywood celebrities to attend the opening ceremonies on Friday, July 8.

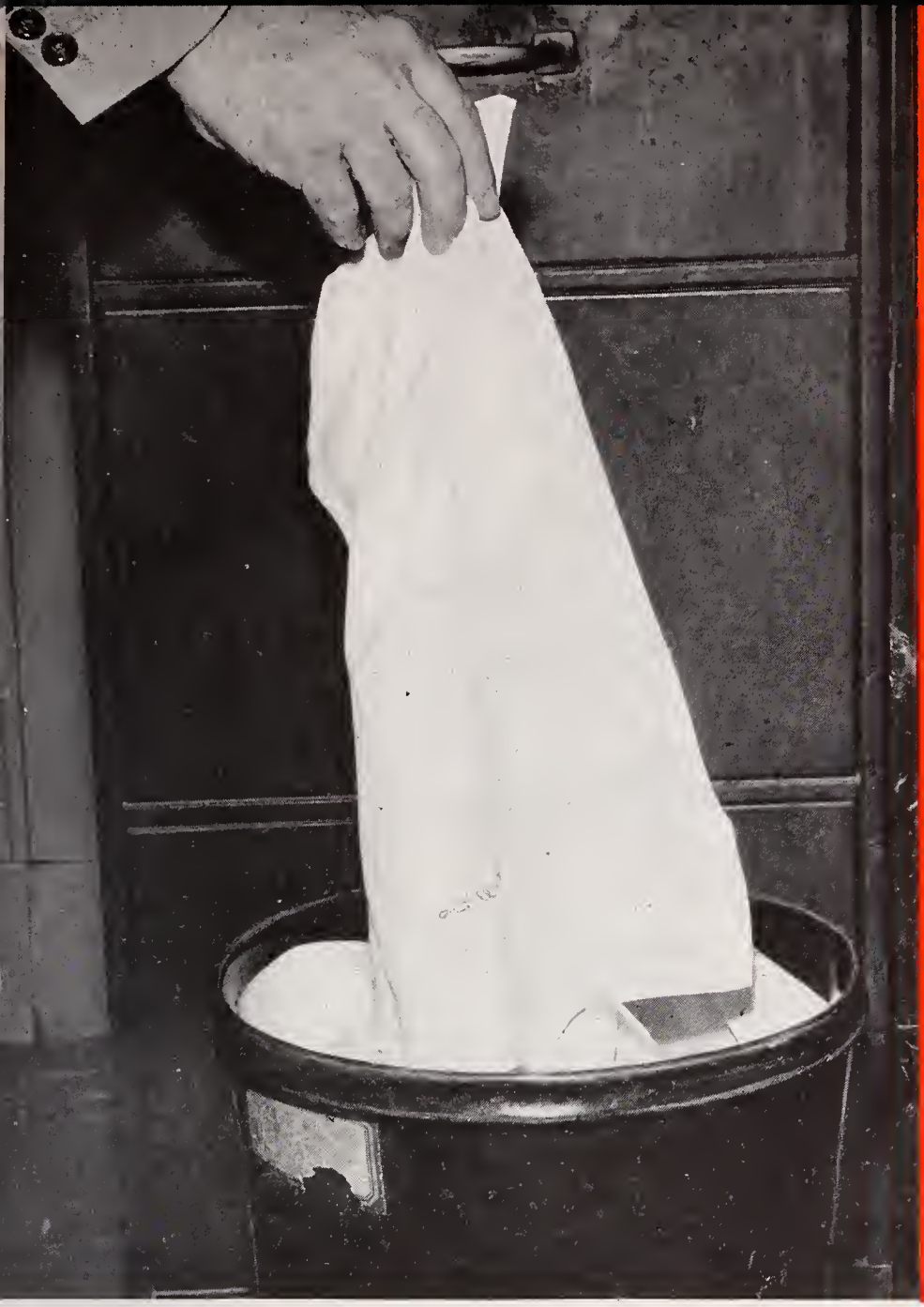
■

Adorno Invites Graduates

Continuing a traditional gesture, Sal Adorno, general manager of M & D Theatres, Middletown, Conn., and his son, Mike, assistant general manager, are extending invitations to graduates of the public and parochial schools in the area to attend a performance at one of the three M & D houses "as an expression of congratulations."



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"THROW AWAY THAT CRYING TOWEL!"

One Of The Greatest Pictures Of All Time, M-G-M's

"INTERRUPTED MELODY"

Awaits Your Showmanship Presentation To The Public Which Has Heard So Much About It!

A RARE OPPORTUNITY!

When a picture of the rare calibre of "INTERRUPTED MELODY" is preceded by enthusiastic penetration, it is indeed a rich opportunity for live-wire showmanship. Here is just part of the acclaim:

"Best Picture"—(LIFE, REDBOOK, COSMOPOLITAN) • Nationwide TV presentation on "THIS IS YOUR LIFE" • Nationally syndicated columnists: "One of the screen's great movies"—*Louella Parsons* • "A wonderful love story"—*Hedda Hopper* • "A great motion picture"—*Sheilah Graham* • Advertised and promoted in a giant M-G-M campaign.

Until you see this enthralling picture for yourself you cannot know the entertainment thrill that awaits your patrons.

With "Blackboard Jungle" continuing its meteoric box-office career, with "Love Me Or Leave Me" packing theatres everywhere, M-G-M is indeed happy to add another outstanding entertainment to the screens of America.

M-G-M Presents In CinemaScope • "INTERRUPTED MELODY" starring GLENN FORD ELEANOR PARKER • With Roger Moore • Cecil Kellaway • Written by William Ludwig and Sonya Levien • Based On Her Life Story by Marjorie Lawrence • Photographed in Eastman Color • Directed by Curtis Bernhardt • Produced by Jack Cummings

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)

Have you mailed your Audience Awards Nominations?

People

William Hudson, for 17 years with Famous Studios here as an animator, has joined the animation department of Transfilms, Inc.

¤

Suren Ermoyan has joined Lennen & Newell, advertising agency, as a viee-president, art director and consultant on art. He formerly was with Ruthrauff & Ryan and "Good Housekeeping" magazine.

¤

H. Leslie Hoffman, president of Hoffman Electronics Corp. of Los Angeles, has been elected president of the reorganized board of directors of the Radio-Electronics-Television Manufacturers Association. He will take over the duties performed last year by **Max F. Balcom**, director - consultant of Sylvania Electric Products, as board chairman, and of **Glen McDaniel**, New York attorney, as president. McDaniel will continue as general counsel.

¤

Emil Macquat, who has been in film production in Switzerland for the last 20 years, has opened a studio in Ottawa, Ont., for the making of commercial, documentary and educational films.

¤

Bonnie Lynch, secretary to **Jess McBride**, Paramount branch manager in Minneapolis, has been advanced to the booking department.

¤

George L. Turpen has taken over the lease of the Quinn Theatre in Quinn, S. D.

'War' Shooting Slated

Paramount's "War and Peace" will go before the VistaVision cameras in Rome on July 4 under the banner of the Ponti-De Laurentiis production organization. Three of Rome's largest studios will be needed to accommodate the shooting requirements.

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Toll TV Bill

(*Continued from page* 1)

sent to the FCC on this subject.

While Chelf declared that he does not necessarily advocate toll television, a statement he issued did indicate he was friendly to it. For example, he asked whether "those who oppose toll TV are afraid of a verdict at the hands of the people," and contrasted "free television and the ads of the sponsors" with "a wholly new kind of television which for a relatively small fee would bring to their living room the latest movies, the world's heavyweight championship boxing bout or live opera."

The statement said that the public so far has been denied the right to see championship fights, which "have been funnelled over a private outlet to various TV theatres."

Sees Toll TV 'Inevitable'

Chelf added that he personally feels that "some form of toll television is inevitable." He declared that "those old free TV film playbacks that are now taking to the air are a mild form of mental horsewhipping."

The Chelf bill, which follows a measure by Rep. Celler (D., N.Y.) specifically to outlaw toll TV, declares that the FCC shall not make any decision that tends to "ignore, countermand, override, overrule, overthrow, set aside, or offset the expressed will and desire of the people of the U.S.A., most especially after said FCC has requested, solicited, and as a result thereof, has received advice, counsel, suggestions and/or ideas expressing the will and desire of the great American public via letters, cards, telegrams and other forms of communication."

The bill declares the people should have the right to determine this issue, since it affects "the people's daily lives, their very freedom and their happiness."

'Summertime'

(*Continued from page* 1)

National Theatre and Academy's "Salute to France." Last night's premiere also coincided with the Paris opening of "Oklahoma," one of the highlight presentation of the "Salute to France" program.

Rossano Brazzi, "Summertime's" co-star, came from Rome to attend the U. S. premiere and was the guest of honor. Hosts were Robert Dowling, ANTA board chairman; Mrs. William C. T. Gaynor, chairman of the premiere committee, and Ilya Lopert, producer of the picture.

Arthur Krim, president of UA, led the company's delegation which included Robert Benjamin, William Heineman and Max Youngstein. Among the other guests were Grace Kelly, Margaret Truman, Red Buttons, Denise Darcel, Eddie Fisher, Rita Gam, Robert Q. Lewis, Audrey Meadows and Phil Silvers.

Freight Rate Jump Barred in St. Paul

MINNEAPOLIS, June 21.—Application for a 25 per cent increase in film freight carrying charges within Minnesota, made by the Midwest Motor Freight Association, has been rejected in St. Paul by the Minnesota Railroad and Warehouse Commission.

Objection to the increase was filed by Stanley Kane, executive counsel for North Central Allied, who said that increases in rates are not justified at this time.

Midwest Motor Freight is a trade organization representing trucking companies in this area. The association has the right to request a public hearing on its application.

Schary to Produce UN Birthday Fete

From THE DAILY Bureau

HOLLYWOOD, June 21.—Dore Schary personally will produce the banquet show for the United Nations at the Palace Hotel, San Francisco, on Saturday evening, marking the organization's tenth anniversary.

George Murphy will emcee, with Frank Sinatra, Kathryn Grayson, Andre Previn and George Stoll among the performers.

Pledges

(*Continued from page* 1)

clude American Theatres Corp. of Boston, Commonwealth Amusement Company of Kansas City, Fabian Theatres of New York, Fox Inter-Mountain Theatres of Denver, Fox Midwest of Kansas City, Fox Wisconsin of Milwaukee, Gibraltar Theatres of Colorado, Talgar Theatres of Florida, the Neighborhood Group of Virginia and Wallace Theatres of Texas.

Thousands of additional theatres are expected to join the plan, Coyne said, following a series of meetings explaining the program which will be held this month and next in all exchange areas. All pledges received to date have been voluntary, Coyne explained, as COMPO desired all exhibitors to become familiar with the plan by reading the brochure and campaign book and attending the exchange area meetings before actively soliciting their participation.

"We are immensely pleased," Coyne said, "that the Audience Awards program has met with such a favorable response not only within the industry but with the outside public and the press. We feel certain that after the exhibitors have had an opportunity to study the program and explain and publicize it to their patrons it will create a terrific interest in motion pictures during the summer and fall months and provide a real stimulus to theatre attendance. One great advantage of the plan is that it provides a maximum of publicity for theatres and their screen fare at a minimum of expense."

N. C. Greer President Of New Mexico TOA

SANTA FE, N. M., June 21.—The New Mexico Theatre Owners Association, at its meeting here, elected Nathan C. Greer president, and Lloyd Franklin and Lou Gasperine vice-presidents. Keynote speech at the meeting was given by Louis Higdon, vice-president of Frontier Theatres.

A feature of the meeting, in the opinion of the delegates attending, was the "Ticket-Selling Workshop" conducted by M-G-M.

The organization has purchased stock to the amount of $1,000 in the Exhibitors Film Financial Group, at the same time urging members to give individually to the EFFG.

MGM-TV

(*Continued from page* 1)

M-G-M we have made a study of television and have in mind the point-of-view of motion picture exhibitors. We are now evolving a type of program which will be good popular entertainment and will serve the mutual interests of our customers and ourselves.

"A portion of our 'M-G-M Parade' will be devoted to information about the studio's forthcoming pictures to be played exclusively in motion picture theatres," the statement concluded.

Loew's beeame the third major studio to announce plans for a TV series, the others being 20th Century-Fox and Warner Brothers. Walt Disney Productions inaugurated its TV series last fall over ABC-TV. Other film companies have said they are studying the situation before entering TV production.

Goldenson 'Gratified'

Leonard H. Goldenson, ABPT president, commented in part, "We have been gratified by the excellent television entertainment that the 'Disneyland' series has produced, and at the same time with the salutary effects that the program has had on motion picture grosses of pictures which were promoted via this program. M-G-M's decision to enter the television field represents a recognition of the present-day joining-together of Hollywood and television into a powerful force for entertainment and for the pre-selling to the public of the new product of the studios for theatre release. .

"M-G-M will bring to television, I am sure, a program that is consistent with its fine reputation," he concluded.

The financial phases of the transaction were not disclosed. The sponsor has not been designated for the series, which is to begin this fall.

'U'-'Strike It Rich' Tieup on 'Benson'

Universal Pictures and the CBS network television-NBC network radio show "Strike It Rich," sponsored by the Colgate, Palmolive Peet Co., have developed a joint five-week national promotion starting today in connection with the July 21 Kansas territorial kickoff of "The Private War of Major Benson."

The estimated 20,000,000 daily viewers and listeners of the "Strike It Rich" program are being asked to write a letter on their own "private war" whether it be a community project, a national charity or some especially worthy individual. The writer of the letter that is judged to have "the most heart" and a guest will be flown to Manhattan, Kan., for the world premiere.

FOR SALE

Complete Film Studio in Florida, Sound Stage 90 x 115 feet with 45-foot ceiling, all in clear. Magnasync recorder, mixes, boom and microphones. Maurer camera with blimp, 5 standing sets, 86 new flats and lights. Building is heavily wired. Numerous other items for immediate production. Central location, low rent or will sacrifice for quick cash sale at only $14,000.

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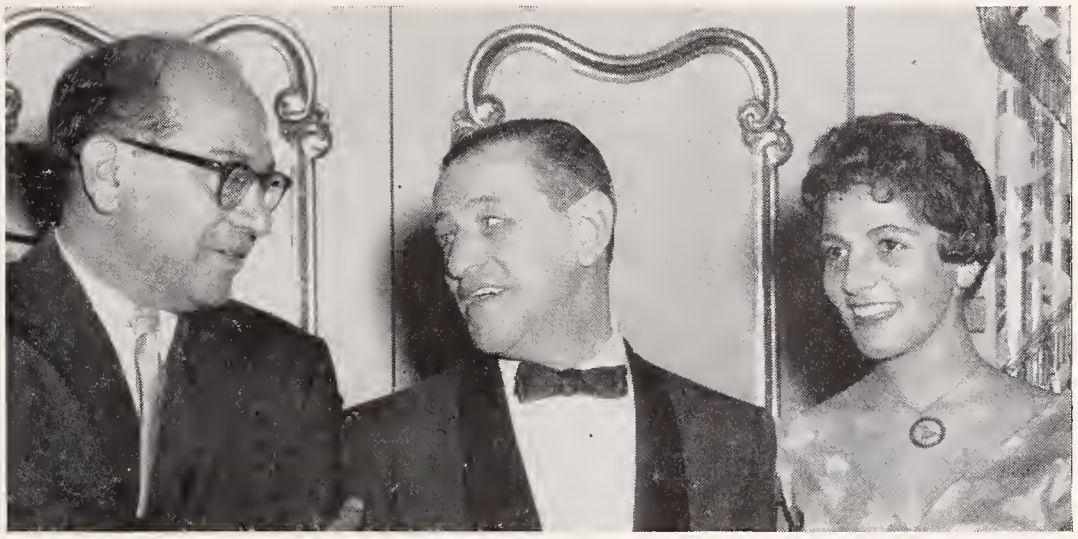
"Summertime" in Gala Bow



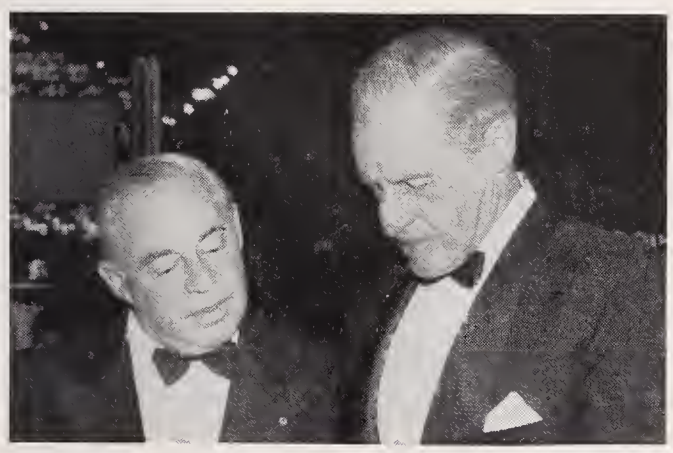
LAST night's brilliant premiere of United Artists' "Summertime" at the Astor Theatre on Broadway inaugurated New York's summer film season and benefited the American National Theatre and Academy's "Salute to France." Celebrities and industry leaders were among the audience of 1,300 attending the plush opening of the Ilya Lopert Technicolor production, which stars Katharine Hepburn and Rossano Brazzi. At the left are shown some of the thousands of fans who jammed the Times Square area for a glimpse of the notables converging on the Astor for the film's colorful bow.



Rossano Brazzi, co-star and guest of honor, who came to New York from Rome for the premiere, greets actress Grace Kelly.



Max E. Youngstein, left, vice-president of United Artists, chats with Max Fellerman, vice-president and general manager of Lopert Films, and Fellerman's daughter, Joan.



World-famed composer Richard Rodgers, left, huddles with Robert W. Dowling, chairman of the board of ANTA.



Brazzi is here shown being welcomed by Ilya Lopert, center, producer of "Summertime," and Robert S. Benjamin, right, chairman of the board of directors of United Artists.

(Advt.)

Pope's Talk

(*Continued from page* 1)

to take advantage of their knowledge and experience "to present, in place of irrelevant or harmful shows, pictures that are good, noble and beautiful, which undoubtedly can be made attractive and uplifting and at the same time reach high levels of artistry."

Artistic Quality Stressed

The first part of the Pontiff's address was devoted to explaining the importance of the cinema based on its technical and artistic qualities and especially on the psychological factors which make films so potent an instrument for good, or, if misused, for evil. Because of this, he said, official censorship rather than complete dependence upon other methods of influencing the content of films may sometimes be justified.

"In truth," the Pontiff said, "how can this instrumentality in itself most noble but so apt to uplift or degrade men and so quick to produce good or spread evil be left completely alone or made dependent on purely economic interests?"

He stressed the desirability of good men combating bad film with all available legal and moral weapons but added that such action while necessary and highly commendable was not always enough. "Private initiative and zeal can wane and in fact do wane rather quickly, as experience shows," he said.

Urges 'Respect for Man'

The second part of the Papal address was on the ideal film considered in relation to the spectator. He indicated that on another occasion he would comment further on the content of the ideal film and its relation to the community. The address stressed the psychological factors inherent in the cinema and urged that films should show respect for man and complete understanding of his nature. "They should fulfill recreational needs even while they uplift the spectator," the Pontiff declared.

In conclusion, the Pope recognized the difficulties of attaining the ideal film in the practical world but he urged the industry, and especially the workers in his audience to continue to seek this exalted goal.

Terre Haute Suit

(*Continued from page* 1)

mootness, and Judge Steckler has now overruled this motion. He set the case for trial starting Aug. 11, in Indianapolis.

The pooling agreement objected to by the government was between Fourth Avenue Amusement Corp. and Alliance Amusement Co. in the Terre Haute area. The arrangement was terminated last March, after which the motion to dismiss on grounds of mootness was made.

Truck Strike

(*Continued from page* 1)

shut down until a settlement is reached.

Two independent film carriers, Old Colony and Fucillo are not involved in the dispute and are handling their regular routes. Theatres in Maine, New Hampshire and Vermont also are not involved.

Film exchanges have informed exhibitors that every effort is being made to avoid confusion so that each theatre in Massachusetts, Rhode Island and Eastern Connecticut can present its regulation show. Some prints will be shipped by buses or Railway Express, unless the shipping situation with them becomes so acute that an embargo may have to be put in force because of over-crowded conditions.



British Industry Leaders at London Reception for Martin Quigley, Jr.

Martin Quigley, Jr., editor of "Motion Picture Herald," presents the Quigley Overseas Showmanship Award for 1954 to David Williams, as Charles Young, publicity controller of J. Arthur Rank's CMA Circuit, extreme left, and Kenneth Hargreaves, managing director, J. Arthur Rank Film Distributors and joint assistant managing director, JARO, Ltd., look on.

From THE DAILY Bureau

LONDON, June 19 (By Air Mail).—A reception for Martin Quigley, Jr., editor of "Motion Picture Herald," which was attended by many leaders of the British film and theatre industries and members of the British press, was held at the Dorchester Hotel during the course of his visit here last week.

On this occasion, the Quigley Overseas Showmanship Award for 1954 was presented to David Williams of J. Arthur Rank's CMA Circuit. The award had been voted to Williams earlier in the annual Quigley Showmanship judging by members of the American industry.

Among those present at the reception for Quigley, in addition to those pictured above, were: Sir Henry French, director-general, British Film Producers Association; Fayette Allport, Motion Picture Association of America European manager; Robert Clark, president, BFPA and production head of Associated British Pictures Corp.; D. J. Goodlatte, managing director, Associated British Cinemas; Thorkild Chris, vice-president, Bank of America; Rev. John Burke, secretary, Catholic Film Institute, and many other members of the trade and the British press.

This week, Quigley is attending the Titanus international convention in Rome.

Say IATSE Will Seek Five-Day Work Week

HOLLYWOOD, June 21.—IATSE unions will seek a five-day work week as standard in their next contract with producers, according to informed sources, when negotiations for a new contract begin in August. The present pact expires in October. This demand has been made previously, but never persisted in, and indication that it will be made the primary objective this time is interpreted in some quarters as suggesting that the unions will shift emphasis from the pay scale to working conditions, according to present plans.

Individual IATSE locals are continuing meetings to work out their own requirements.

840 Exhibitors at 'Frisco 'Workshop'

Special to THE DAILY

SAN FRANCISCO, June 21. — Some 840 exhibitors from this area attended the 24th M-G-M Ticket Selling Workshop which was conducted at the St. Francis Hotel here today by Mike Simons, M-G-M director of customer relations, and Emery Austin, M-G-M exploitation director.

Simons reported that an estimated 8,000 exhibitors and distributors have attended the workshops which commenced last November.

Loew's Circuit Sets Summer Festival

Loew's Theatres will join New York's Summer Festival with a summer film festival, beginning today in borough theatres, including Westchester.

Loew's will launch its observance with a demonstration on Times Square, in front of Loew's State, with a caravan of floats, models, music, heralding the attractions to be featured at Loew's houses.

National Pre-Selling

"THE Woman's Home Companion's" July issue has a stimulating article written by June Allyson under the title "Are You a Shrike?" Many of the 10,000,000 women readers of the "Companion," after reading June Allyson's piece, will want to see "The Shrike" with Jose Ferrer and Miss Allyson.

•

A double-page spread on the filming of Warners' "Pete Kelly's Blues" is featured in the July issue of "Seventeen." Titled "Webb Shoots Movie," the photo-feature shows Jack Webb at work directing, producing, and acting. The photos were made on location along the banks of the Mississippi, 25 miles from New Orleans.

•

A striking color ad on "Not as a Stranger" appears in the July 8 issue of "Collier's."

•

MGM's "The Cobweb" will be advertised in Picture-of-the-Month ads appearing on the table of contents pages of the July issues of "American," "Collier's," "Cosmopolitan," "Good Housekeeping," "Look," "McCall's," "Parents," "Redbook," "Seventeen" and "Woman's Home Companion," and in the "Lion's Roar" column of the June 18 issue of "Saturday Evening Post."

•

Florence Somers, entertainment editor of "Redbook," reports, after seeing "Lady and the Tramp," that Walt Disney and his cartoonists have created new characters as lovable as Snow White's seven dwarfs. Miss Somers selected "Lady and the Tramp" as "Redbook's" picture-of-the-month for July.

•

"Look" has three motion picture ads in its current issue: "This Island Earth," "Lady and the Tramp" and "Not as a Stranger."

•

"American Weekly" had a color ad on "Lady and the Tramp" in its June 19 issue with a plug for the opening at the New York "Roxy" tomorrow.

•

The full color front cover of "Pictorial Review's" June 19 issue was devoted to Fess Parker, star of Walt Disney's "Davy Crockett, King of the Wild Frontier."

•

Joan Crawford, star of "Female on the Beach," is spotlighted in a full color ad advertising Lustre-Creme Shampoo in the July issue of "McCall's."

•

"Mister Roberts" has been selected "picture-of-the-month" for August by "Coronet."

•

The front cover of "Parade's" June 19 issue had a full color photo of Clark Gable taken on location in Mexico during the filming of "The Tall Men." In the issue is a personality story on Gable and a photo of Jane Russell, co-stars.

•

The full color front cover of "Family Weekly" magazine of June 5 is devoted to Gordon MacRae and Shirley Jones, stars of Todd-AO "Oklahoma."

WALTER HAAS

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 122 NEW YORK, U. S. A., THURSDAY, JUNE 23, 1955 TEN CENTS

Until Sept. 9

Ask FCC for 60-Day Delay On Toll Issue

Group Seeks More Time For Answering Briefs

By J. A. OTTEN

WASHINGTON, June 22.—The Committee Against Toll Television today asked the Federal Communications Commission to postpone for two months, until Sept. 9, the deadline for filing reply comment in the subscription television proceedings.

The present deadline is July 11. The committee said that the comments filed on June 9 by the various parties were so voluminous and so varied that additional time was needed to prepare adequate answers.

If the Commission should grant the request for a postponement, it would obviously also mean that much of a delay in any final FCC action on the subject of toll television.

The request was endorsed by attorneys for the National Association of Radio and Television Broadcasters, American Broadcasting Co. and Columbia Broadcasting System. Zenith

(*Continued on page 6*)

Ohio Censor Session Halted by Chairman

Special to THE DAILY

COLUMBUS, O., June 22.—Action on film censorship by the Ohio Senate education committee today was halted by the walkout of chairman Charles A. Mosher.

Obviously irked by demands of several committee members for an early vote on House Bill 29, Mosher adjourned the meeting and said there would be no resumption until "we can agree on an orderly procedure."

Efforts of the Senate minority leader, Joseph W. Bartunek, to proceed without Mosher were unavailing.

Earlier during the course of today's session, Mosher declared that he will ask Gov. Lausche and chief film censor R. M. Eyman to investigate a collection of "pornographic" film clips from censored films allegedly

(*Continued on page 6*)

N.T. to Demonstrate Portable 3-Channel Projection System in Hollywood Today

HOLLYWOOD, June 22.—A three-panel projection system, which is described as being "practical and portable," will be demonstrated here tomorrow at the Melrose Theatre by Elmer Rhoden, president of National Theatres, and R. H. McCullough, N.T. engineering-construction executive.

The Melrose has been used by N.T. as a research and experimentation laboratory for more than a year. Rhoden said that the development program in photography is expected to revolutionize wide-screen exhibition. The existence of the N.T. system has been known in general terms for some time, but details have been withheld.

'Europe Looks Prosperous'

Heineman Sees UA Foreign Business Up 40% in 1955

By LESTER DINOFF

The flow of good product during the past months, and prospects for the future, will help United Artists to exceed its 1954 foreign gross by at least 40 per cent, according to William J. Heineman, vice-president in charge of domestic UA distribution, who has returned from a two-month trip to Europe.

(The UA world-wide gross in 1954 was over $43,000,000.)

Exhibition business in Germany, Spain, Italy, Gibraltar, France, England, Switzerland and parts of Austria



W. J. Heineman

(*Continued on page 6*)

Kingsley Asks for More Playing Time For British Films

More playing time for British pictures in the U.S. would serve the interests of both the British and American industries, as well as the public, David Kingsley, managing director of the British National Film Finance Corp., said here yesterday.

Kingsley, in New York on a two-week visit, said one of the purposes of his trip was to survey the situation in the U.S. in an effort to find out why British producers cannot get a bigger return from U.S. exhibition.

He went on to say that by and

(*Continued on page 6*)

Hutchinson Heads Paramount in U.K.

From THE DAILY Bureau

LONDON, June 22.—F. E. Hutchinson today was appointed managing director of Paramount Pictures here, succeeding James Perkins, who recently was elected executive vice-president of Paramount International, with headquarters in New York.

Hutchinson has been with Para-

(*Continued on page 6*)

N.E. Film Delivery Trucks Roll Again; Pay Hike Settlement

Special to THE DAILY

BOSTON, June 22.—Film delivery trucks in three New England states will be rolling normally tomorrow morning in a partial settlement of the wage dispute between management and operators. Film Exchange Transfer Co., largest of New England's film delivery service, has been given permission to operate after agreeing to a 15 cent an hour pay hike for

(*Continued on page 6*)

'National Interest'

Rank's Film Control Will Stay British

Power Vested in Group Holds After His Death

By WILLIAM PAY

LONDON, June 22.—Controlling voting power in J. Arthur Rank's motion picture and theatre empire has been vested in a company which insures its continuance in British hands in the event of Rank's death.

Moreover, Rank foregoes dividends from his Odeon Group, directing them to be made available by trustees for charitable purposes, under a two-year-old arrangement, and to operate his companies primarily for the support and encouragement of the British film industry.

This was emphasized in a statement issued here today by Rank in commenting on recent "press reports concerning the proposed acquisition by 20th Century-Fox of a controlling interest in the Schlesinger African Theatres."

Those reports, Rank said, referred

(*Continued on page 6*)

Profits, Dividends Of ABPC Increased

From THE DAILY Bureau

LONDON, June 22. — Associated British Pictures Corp. today reported net profits after provision for all charges of £1,025,399 ($2,871,000) for its most recent fiscal year. The result compares to net profit of £565,284 for the preceding year.

ABPC declared a final dividend for the year of 12½ per cent, with a special bonus dividend of 10 per cent on its ordinary stock. With earlier interim dividends, this makes a payment of 30 per cent for the year ended last March 31, compared to 20 per cent dividend the previous year.

Consolidated operating profits for the latest year amounted to £2,988,093, before charges, compared to £2,213,312 for the previous year.

"Don't Miss This Film!" —MOVIE TIME



STANLEY KRAMER Presents
NOT AS A STRANGER
starring OLIVIA de HAVILLAND · ROBERT MITCHUM · FRANK SINATRA
GLORIA GRAHAME · BRODERICK CRAWFORD · CHARLES BICKFORD
thru UA

Personal Mention

HERBERT A. GREENBLATT, RKO Radio domestic sales manager, left New York yesterday for Chicago.

•

TONY OWEN, president and executive producer of Todon Productions, has arrived in London by plane from New York. He will return to Hollywood from there in four or five weeks.

•

MILLICENT FUCHS, secretary to HERMAN KASS, Universal Pictures Eastern exploitation manager, will be married here tomorrow to STANLEY HALTMAN.

•

EMERY AUSTIN, M-G-M exploitation head, is scheduled to return to New York Monday following visits to key cities of the West Coast.

•

JOEL PRESTON, publicist, will leave Hollywood by plane tomorrow for New York.

•

LOUIS DE ROCHEMONT, producer, and MRS. DE ROCHEMONT have arrived in Cincinnati from the Coast.

•

SELWYN RAUSCH, head of Terrytoons' licensing division, is confined to Fitch's Hospital, the Bronx.

•

FRANZ RACHELIN, former Paramount art director, has arrived in Rome from New York.

•

J. R. SMITH, RKO-Pathe production group head, left New York yesterday for Bermuda via B.O.A.C.

•

L. A. LINDSAY has acquired the Twin-City Drive-in, Sandersville, Ga., from B. A. SMITH.

•

AL GOODWIN, district manager for Blumenfeld Theatres, San Francisco, has returned there from Honolulu.

•

JAMES FRENCH, salesman at the San Francisco office of Paramount, is on leave of absence because of illness.

•

HARRY PIMSTEIN, industry attorney, left here last night for Miami.

'Stranger' to Have 136-City Openings

United Artists' "Not As A Stranger" will open at 136 key city theatres throughout the United States within the two weeks following its coast-to-coast world premiere on June 29 at the Capitol Theatre in New York, the United Artists Theatre in Chicago and the Warner Beverly Theatre in Los Angeles, it was announced by William J. Heineman, vice president of United Artists in charge of distribution.

The UA release will be playing in the major cities of every section of the nation by mid-July.

"Shrike" on July 7

The world-premiere of Universal-International's screen version of "The Shrike" starring Jose Ferrer and June Allyson, will take place at the Victoria Theatre here on July 7.

Predict EFFG in Operation by Oct.

Sufficient stock subscriptions to Exhibitors Film Financial Group will be on hand by October, when Theatre Owners of America holds its annual convention in Los Angeles, to permit the start of active operations, it is predicted by TOA in a current bulletin.

Designed to finance production to alleviate the product shortage, EFFG is a long range program, TOA points out. Asserting that the project is being set up on a sound business basis, the bulletin declares that "progress has been good and particularly gratifying because of the amount and number of subscriptions coming in from small theatres." Chairmen in all exchange areas have been selected, quotas determined and, according to TOA, "the drive is on."

Censors Tangle Over 'U's' 'Naked Dawn'

MEMPHIS, June 22.—The Memphis and Shelby County Board of Censors has failed to either approve or ban Universal's "The Naked Dawn," which three members of the board saw.

Lloyd T. Binford, chairman of the board, said he usually doesn't vote except in case of a tie but he doesn't hesitate to give his opinion of pictures; he said "Dawn" was "vile."

Mrs. Walter Gray and Mrs. St. Elmo Newton, Sr., members of the board, refused to ban the picture. They agreed it could be shown.

Binford refused to vote with them and ruled that no quorum was present. The board has five members, including the chairman.

Binford who would like a full active board, or an alternate to serve when a board member isn't present, will ask the advice of the city attorney if the censors fail to agree on "The Naked Dawn."

Jarma Lewis Opens Loew Festival Here

Jarma Lewis, star of MGM's "The Cobweb," who came here from Hollywood for the opening of Loew's "Summer Movie Festival," unveiled the ceremonies at noon yesterday in front of Loew's State Theatre with an impromptu open-air entertainment.

Miss Lewis headed one of the floats in the caravan which will tour the Loew theatres in the metropolitan area, as part of the festival.

RCA Equips Drive-in

CAMDEN, N. J., June 22.—The new Big Sky Drive-in, south of San Diego, said to be the largest on the West Coast, was equipped throughout with RCA sound and projection equipment, RCA announced. The outdoor theatre has parking capacity for approximately 2,000 cars.

Set More Dates for Audience Poll Meets

Dates for several additional exchange area meetings of industry representatives to coordinate plans for the Audience Awards election were announced yesterday by Robert W. Coyne, special counsel for Council of Motion Picture Organizations.

District of Columbia exhibitors and exchange men met in Washington and were addressed by Frank La Falce of Stanley Warner Theatres, who explained the plan in detail and urged participation by every exhibitor in the territory. He received assurances of support from all theatre men present, Coyne said.

Other meetings were scheduled as follows: yesterday, Denver; today, Allied Theatre Owners of New Jersey, meeting at the Concord Hotel, Kiamesha Lake, N. Y.; June 29, Edgewater Park, Miss. and New York City; June 30, St. Louis; July 14, San Francisco; July 25, Charlotte and July 26, Milwaukee.

Meetings in all other exchange areas, not previously scheduled, will be held by end of July, Coyne said.

Poll Campaign Book Ready for Theatres

A 12-page exhibitor's campaign book on the COMPO Audience Awards election has been completed and will be distributed to 16,000 theatres through National Screen Service exchanges.

The booklet, with a black, white and purple cover, contains a detailed summary of the Audience Awards plan, formats of the official patron's ballot and the official theatre report of votes cast, and copies of an assortment of newspaper advertisements of the poll in various sizes for which mats are available at prevailing prices through National Screen. Also, there are two full pages of suggested press releases for local papers and two full pages of promotion and exploitation suggestions.

Other accessories include two trailers, for advance and current use; two 40 x 60 posters; one composite mat and ballot box stickers.

The booklet was compiled under the direction of Charles E. McCarthy, COMPO information director.

Hope and Foy Troupe Coming for Opening

Bob Hope and the seven youngsters who portray Eddie Foy, Sr.'s children in "The Seven Little Foys" will arrive in New York on Saturday in connection with the Broadway benefit premiere of the Paramount VistaVision film at the Criterion Theatre on June 29. The opening will be the culmination of a week of activity for Hope and for the five boys and two girls comprising the roster of film Foys.

Tonight "The Seven Little Foys" will have a premiere at the Paramount Theatre in Beverly Hills for the benefit of United Cerebral Palsy and the John Tracy Clinic for deaf children.

News Roundup

TV Drive for U-I's 'Hell'

Universal-International has planned for "To Hell and Back," life story of Audie Murphy, a national television spot campaign utilizing 67 TV stations throughout the country during July, August and September.

■

Drive-in Incorporation Filed

Hellman Enterprises, Inc., has registered in Albany, N. Y., a certificate of incorporation to conduct a drive-in theatre business. Principals are Alan V. Iselin, Barbara Hellman Iselin and Sanford Bookstein, the latter to be comptroller.

■

Bridgeport Colony Closed

The Strand Amusement Co., Hartford, has closed its Colony Theatre, in Bridgeport, Conn.

■

Push Awards Plan in Albany

Organization of the Audience Awards plan of the Council of Motion Picture Organizations is proceeding in the Albany, N. Y., exhchange district under the co-chairmanship of Harry Lamont, of Lamont Theatres; Louis W. Schine, of the Schine Circuit, and Raymond S. Smith, Warner Brothers branch manager. Wide support is indicated.

■

Memorial to Sam Abend

A memorial to the late Sam Abend, who operated a film transit service in the Kansas City area, has been established in the form of a shelter cottage at Camp Santosage, where the Motion Picture Association of Greater Kansas City maintains service for underprivileged boys.

■

'Companion' Cites 'Cobweb'

A condensation of the story, "The Cobweb," on which M-G-M's new picture of the same title is based, is published in the July "Woman's Home Companion," and M-G-M's one column ad on Page 2 of the same magazine, headed "Picture of the Month," also features "The Cobweb" and its multi-star cast.

Drive Goal Near for Coast Charity Group

HOLLYWOOD, June 22. — The final report from the Permanent Charities Committee on the 1945-55 campaign, expected to show the $1,250,000 goal to have been reached, will be delivered to the campaign chairman at a special luncheon meeting to be held shortly in the Beverly Hills Hotel here.

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People

Alfred Starr, TOA vice-president and co-chairman of the Organization for Free-TV, will discuss the latest developments in the controversy before the convention of the Mississippi Theatre Owners Association next Monday at the Edgewater Gulf Hotel.

□

Maybelle Oldenhage has been appointed contract department manager of A. W. Schwalberg's Artists-Producers Associates, Inc. Miss Oldenhage formerly was with Warner Brothers and Samuel Goldwyn and, until now, was contract manager for Lopert Film Productions.

□

Frank J. Shea, formerly sales director of "March of Time" and John Sutherland Productions, has joined Pelican Films, Inc., as vice-president in charge of sales.

□

Mrs. Gene Barnette of the Bri-Mony Buying and Booking Co. has been installed as president of the New Orleans chapter of the Women of the Motion Picture Industry. Others taking office were **Mrs. Ora Johnson,** first vice-president; **Shirley Folse,** second vice-president; **Mrs. Imelda Giessinger,** treasurer; **Mrs. Marie Berglund,** corresponding secretary, and **Mrs. Mary Kelly,** recording secretary. **Mrs. Connie Aufdemorte** was the outgoing president.

□

Joseph Bronstein has been named general manager of the East Hartford Family Drive-in, South Windsor, Conn., succeeding **Teresa Locatelli,** resigned.

□

Charles Thoma, owner of the Hartford Theatre, Hartford, Wis., and **Tom Burg** have taken over the operation of the Slinger, Wis., Drive-in.

N. E. Allied Conducts Membership Drive

BOSTON, June 22.—Independent Exhibitors, Inc., of New England, a unit of Allied States, is conducting an extensive membership drive in an effort to sign every independent theatre owner in the five New England states. Edward Lider, president, and Carl Goldman, executive secretary are making plans to travel through New England to contact exhibitors personally.

Lider stated that "only through a strong exhibitor organization can we hope to survive in the face of higher film rentals, fewer pictures, print shortages, adverse legislation, the threat of toll TV and other serious ills confronting exhibitors."



'Free Show' Law for Sundays

Revolt-Shuttered Argentine Theatres Reported Reopened

Motion picture theatres in Argentina, shuttered the past few days during the revolt against Peron, have reopened with "things returning to normal," foreign departments of film companies were advised here yesterday.

At the same time, it was disclosed that Peron, as part of his campaign against the Catholic Church there, had instituted a policy of free shows in motion picture theatres on Sundays in an attempt to bite into church attendance. It was not known here as of yesterday whether the Sunday "free show" policy had been changed in the wake of news reports from Argentina telling of a possible eclipse of Peron's powers.

Another new Argentine film policy, divorced from the political situation, disclosed here dealt with the inauguration of simultaneous runs of pictures at neighborhood theatres with downtown situations. This latter policy was met with satisfaction in some American film departments, spokesmen for which explained that the new policy may ease the log-jam of releases caused by only a relatively few houses being an outlet for first-run product.

Meanwhile, American film interests are looking toward a stabilization of the presently unsettled political atmosphere before resuming negotiations for a new pact.

Israeli Censorship Code Completed

Special to THE DAILY

TEL-AVIV, June 22. — Thirteen principles, worked out by the Israeli board of censors, have been incorporated into the nation's film censorship code which is expected to be signed by the Minister of Interior this week.

If any of the principles are violated, foreign or local films may be banned after the code comes into effect. The taboos fall under the following headings: Infringement of religious susceptibilities or tradition; desecrating law enforcement, officials or judges; creating disturbances of the peace, attacking ethics, truth, justice; depicting murder, theft; cursing or disgusting habits; cruelty, showing a man being killed; creating mass fears; showing use or sale of opium; depicting prostitution, sexual perversions, white slavery; scenes showing births; insulting foreign states; propaganda.

Board of 14 Members

A 14-member board of censors will be appointed including representatives of Ministry of Interior, Ministry of Police, Ministry of Religious Affairs, psychologists, artists, stage producers and three representatives of the general public.

The code also is expected to apply to stage performances.

'Stranger' Slogan Welcomes Visitors

Visitors to New York are being welcomed "Not As a Stranger But As a Friend" as a result of a campaign launched jointly by the New York City Summer Festival and the Capitol Theatre on Broadway where "Not As a Stranger" will have a preview June 28.

Every 100th visitor to the city each day will receive two tickets to the Capitol to see "Not As a Stranger." All 23 points of entry to the city—bridges, tunnels, roads, airports, railroad and bus terminals—have been covered with posters proclaiming: "Welcome to New York Summer Festival, Not As a Stranger But As a Friend." Another greeting stretches across Broadway at 51st Street, where a huge banner announces a similar welcome.

House Votes Customs Procedure Measure

WASHINGTON, June 22. — The House passed and sent to the Senate the administration's bill to simplify U. S. customs procedures.

The House passed the bill by voice vote, after defeating a motion to knock out a key section changing the method for valuing imports. Senate Finance Committee chairman Byrd (D., Va.) has promised early hearings on the plan.

Tax Postponement Hearings June 27-28

WASHINGTON, June 22. — The House Ways and Means Committee announced hearings for June 27 and 28 on proposals to permit individuals to postpone taxes on money put aside each year into voluntary pension plans and retirement funds.

The scheme has been supported in the past by many segments of the entertainment industry, who argue that it would help ease the tax problems of persons with fluctuating incomes. The Ways and Means Committee said groups interested in testifying should communicate with the committee by Wednesday.

Cinerama Pays Off Original Bank Loan

Cinerama Productions Corp. which produced "This Is Cinerama" and opened the New York, Detroit, Hollywood and Chicago Cinerama theatres, will pay off in full tomorrow its original $1,600,000 loan at the Bankers Trust Co.

On July 1, Cinerama Productions Corp. will redeem its debenture bonds, Series "C" and "B" in the amount of approximately $125,000, due on that date. Series "A" debenture bonds in the amount of $600,000, which were due Dec. 1, 1954, were paid off last year.

Bogart Libel Suit

Humphrey Bogart yesterday filed a $1,000,000 libel suit in Federal district court here against Rave Publishing Corp. and others due to an article that appeared in "Rave" magazine last May titled "Pigs in Paris."

TOA, Decca Record Tieup

As a service to its membership, the Theatre Owners of America has completed an arrangement with Decca Records whereby theatres will be able to secure 10 unbreakable records suitable for use between film presentations, breaks and intermissions at the wholesale cost of $6 to TOA members.

The special package, announced for the first time in the TOA's monthly bulletin released yesterday, includes 10 unbreakable records (20 selections) and are recorded at 45 rpm.

Along Nationalistic Lines

The selections include "Cockles & Mussels" and "The Rose of Tralee" by Peter Yorke and his concert orchestra; "Songs My Mother Taught Me" and "None But The Lonely Heart" by Freddy Gardner; "Ciribiribin" and "Funiculi Funicula" by Carmen Cavallaro; "Liebestraum" and "Sleeping Beauty" by Borah Minevitch and his Harmonicats; "The Blue Bells of Scotland" and "Drink to Me Only With Thine Eyes" by Cloister Bells; "Come Back to Sorrento" and "Oh Marie" by Carmen Cavallaro; "Evening Prayer" and "Lost Chord" by Jesse Crawford; "Elegie" and "Humoresque" by Art Tatum; "Emperor Waltz" and "Tales From the Vienna Woods" by Harry Horlick; "Oh, Susannah" and "De Camptown Races" by Al Jolson.

Deny Summary Bid Against Meyerberg

New York Supreme Court Justice Edgar Nathan denied a summary judgment motion here yesterday for $10,000 against Michael Meyerberg Productions, brought by Milton Munkasci, described as the director of photography for "Hansel and Gretel."

Judge Nathan, however, ruled that Munkasci can renew the motion at such a time as the facts are developed. Munkasci in his complaint charged that under his agreement with the company he was promised an additional $10,000 for his services when the film grossed over $150,000.

Malco Buys Tract For Development

MEMPHIS, June 22. — Malco Realty Co. has purchased about 60 acres on Highway 70, site of the Malco summer drive-in theatre and land adjacent to it. M. A. Lightman, Sr., president of Malco Theatres, said that a commercial and residential development for the section is planned.

The land was bought from Mrs. John W. McCall for about $157,500. Lightman said the theatre, which now occupies about nine acres, may be enlarged two or three acres.

Welcome for Miss Mayo

ST. LOUIS, June 22. — Virginia Mayo was given a "homecoming" reception here today in connection with the world premiere of RKO's "Pearl of the South Pacific" next Tuesday at the Fox Theatre. She was accompanied by Perry Lieber, RKO publicity-exploitation director; Edith Lynch of the studio publicity staff, and Michael O'Shea, Miss Mayo's husband.

LOOK TO REPUBLIC FOR

for July

MAGIC FIRE
YVONNE DeCARLO, CARLOS THOMPSON
RITA GAM, VALENTINA CORTESE
AND ALAN BADEL
TRUCOLOR BY CONSOLIDATED

LAY THAT RIFLE DOWN
JUDY CANOVA, ROBERT LOWERY, JIL JARMYN

THE GREEN BUDDHA
WAYNE MORRIS, MARY GERMAINE

MYSTERY OF THE BLACK JUNGLE
LEX BARKER

CROSS CHANNEL
WAYNE MORRIS, YVONNE FURNEAUX

HEADLINE HUNTERS
ROD CAMERON, JULIE BISHOP, BEN COOPER

for August

THE LAST COMMAND
STERLING HAYDEN, ANNA MARIE ALBERGHETTI,
RICHARD CARLSON, ARTHUR HUNNICUTT,
ERNEST BORGNINE
TRUCOLOR BY CONSOLIDATED

FLAME OF THE ISLANDS
YVONNE DeCARLO, HOWARD DUFF
ZACHARY SCOTT
TRUCOLOR BY CONSOLIDATED

TWINKLE IN GOD'S EYE
MICKEY ROONEY, COLEEN GRAY,
HUGH O'BRIAN, JIL JARMYN

THE DIVIDED HEART
CORNELL BORCHERS, YVONNE MITCHELL,
ARMIN DAHLEN

SECRET VENTURE
KENT TAYLOR, JANE HYLTON

Now in release

DOCTOR IN THE HOUSE
TIMBERJACK
THE ETERNAL SEA

THE PICTURES YOU WANT!

for September

A MAN ALONE
RAY MILLAND, MARY MURPHY, WARD BOND
TRUCOLOR BY CONSOLIDATED

THE VANISHING AMERICAN
SCOTT BRADY, AUDREY TOTTER,
FORREST TUCKER
TRUCOLOR BY CONSOLIDATED

MAN TO MAN
ROD CAMERON, JULIE LONDON, BEN COOPER

JAGUAR
SABU CHIQUITA, BARTON MacLANE

TRACK THE MAN DOWN
KENT TAYLOR, PETULA CLARK

TANGABUKU
TRUCOLOR BY CONSOLIDATED

in production

NO MAN'S WOMAN
CIRCUS GIRL
COME NEXT SPRING
JESSE JAMES WAS MY NEIGHBOR

in preparation

THE MAVERICK QUEEN
HIGH IRONS
LISBON
ANNIE JORDAN
THE LONG WATCH
HEART STRINGS

SANTA FE PASSAGE
I COVER THE UNDERWORLD
DON JUAN'S NIGHT OF LOVE

CITY OF SHADOWS
THE ROAD TO DENVER
DOUBLE JEOPARDY

Pinkney Confirmed As C.E.A. Secretary

By PETER BURNUP

LLANDUDNO, WALES, June 22.—The appointment of Ellis Pinkney as the new general secretary of the Cinematograph Exhibitors Association [reported exclusively in MOTION PICTURE DAILY yesterday] was confirmed by the C.E.A. general council at its meeting here today. Pinkney, former C.E.A. assistant secretary, succeeds the late Walter Fuller.

Rank

(*Continued from page* 1)

to his own control of the Odeon Theatres Group, for which reason, he said, he thought he "should make clear the reasons for my interest in the cinema industry and my present position."

The Rank group has a 25 per cent interest in the Schlesinger African Consolidated Theatres, in which 20th-Fox reportedly seeks to acquire a 90 per cent interest.

Stating that his personal aim throughout has been to "improve the quality and entertainment value of British films, to increase the number produced and to secure the widest possible exhibition market for them," Rank said he had "always believed that this was of vital importance to the national interest, not only financially and economically, but also with regard to British cultural and social relations with people throughout the world."

"The achievement of my aim," his statement continued, "necessitated considerable development of the cinema industry, so Odeon Theatres is now the parent company of a group comprising the Odeon and Gaumont circuits, circuits abroad, distributing and producing companies, studios, manufacturing and ancillary interests employing total capital of over £45,000,000 ($126,000,000).

"As it is essential that control of the Group remain in British hands," the Rank statement said, "I have given long thought to the best method of achieving this object, particularly upon my death.

"Accordingly, two years ago I reorganized my affairs in private companies which controlled the Odeon Cinema holdings which, in turn, were controlled by my wife and myself. As a result, control of the voting power in the Group is now vested in a company limited by guaranteed, without share capital, whose main object is to support and encourage the British film industry.

"The right to receive the major part of dividends from the Odeon Group now vested in the trustees authorizes them to apply the proceeds to charitable purposes. Directors and trustees comprise Mrs. Rank, Lord Mackintosh of Halifax, John Davis, professional advisers and myself.

"Neither Mrs. Rank nor I retain any financial or voting interest in the Odeon Group for our personal use.

"As a result of this reorganization, control and operation of the Odeon Group will be unaffected by my death, and the control is firmly established in British hands for the future," Rank's statement concluded.

A Rank spokesman added that the Odeon Group is not affected by any deal concluded between 20th-Fox and Schlesinger, but that the negotiations on that deal precipitated the Rank statement.

It is understood here that nothing in the statement is intended to suggest that Rank has any plan to retire from the Odeon Group at this time.

Review

"Ulysses"

(Paramount-Lux Film) *Hollywood, June 22*

KIRK DOUGLAS and Anthony Quinn, whose names mean money on American marquees, and Silvana Mangano, the illustrious Italian star whose name is magnetic in the United States as well, play the top roles in this monumentally-produced picturization of the classic adventures of the heroic star of Homer's "Odyssey."

The production, filmed in Italy on the grand scale, is in telling Technicolor, and, in the 1.85-to-1 aspect ratio used at the screening witnessed, conveys a forceful impression of vast size. The cast is large and competent, and so admirably directed by Mario Camerini that an observer forgets, early in its running, that some of the players are speaking Italian although their dialogue is dubbed in English. The picture runs the same chance of extreme reaction, whether for or against, as have other films undertaking to present in realistic terms the imagined heroes and heroics of fabled characters, but none who see it can dispute the care and investment it represents.

The screenplay, which follows Homer's epic poem in general outline and often in quite literal detail, is the work of Franco Brusati, Camerini, Ennio de Concini, Hugh Gray, Ben Hecht, Ivo Perilli and Irwin Shaw, more writers than have signed a single script in a good many years. It opens with Penelope pining for her absent Ulysses, who is off adventuring and reported dead but actually only experiencing amnesia, while assorted suitors sharing her hospitality await her completion of weaving a tapestry which she intends never to finish, so one of them may succeed to Ulysses' husbandship and estate. It shifts then to the absent hero, follows him through hardships and romance —the doing-in of the one-eyed giant, the long interlude with Circe, storms at sea, temptations and triumphs—bringing him back home finally to slay all of the petitioners for his wife's hand, and to resume his rightful place in her life, his son's, and everybody's. (The sequence of the slaying is one of the fastest and bloodiest in recent cinema.)

Dino De Laurentiis and Carlo Ponti, in association with William W. Schorr, produced the picture in lavish style, and Harold Rosson's camera made the most of it.

Running time, 104 minutes. Adult classification. Release in July.

WILLIAM R. WEAVER

Ohio Censor Hearing

(*Continued from page* 1)

made by the employes of the division.

Mosher also said he will ask State Auditor James A. Rhodes whether salaries of film censorship employes have been "properly" paid during the past six months.

Mosher said he had sent registered letters of invitation to three operators employed by the censor board to appear voluntarily before the committee regarding the showing of censored clips to the House judiciary committee, which has approved the proposed censorship bill. He said he has received no reply from any of the three and will not subpoena them.

In final testimony before the education committee, Robert Wile, ITOO secretary, said, "I don't see how 'Blackboard Jungle' could be banned under the proposed bill.

Rep. Andrew Putka, co-author of the censorship bill, said "'Blackboard' constituted 'jeopardy to public safety' as defined in the bill."

Hutchinson Heads

(*Continued from page* 1)

mount here for the past 14 years, serving as director of sales since 1946. Prior to joining Paramount he was with M-G-M for many years. Perkins, who made the appointment, will return to New York on Saturday.

Toll TV Issue

(*Continued from page* 1)

Radio Co., one of the three firms proposing a toll-TV system, notified the FCC that it had examined the committee's request, felt the statements were correct and would have no objection to the extension.

The committee's petition, filed by attorney Marcus Cohn, pointed out that the three proponents of toll television, while agreeing that the new service should be authorized, had each taken a different position as to the circumstances for the authorization and the limitations to be placed on the new service. Moreover, it said, each company proposes different technical techniques for transmitting the signal.

'Tremendous Burden'

"The voluminous nature of the comments and the variation in the views expressed by the proponents as well as by the opponents place a tremendous burden on those who now desire to file answering comments," the petition stated. It declared that each of the three systems must be analyzed separately and then compared with each other. A great number of the contentions made by the different parties conflict with each other, and certain statistical data must be studied further, the petition further declared.

A postponement, the FCC was told, "will enable the petitioner as well as others to prepare more detailed and thorough analyses of the proposals advanced by the proponents."

N.E. Deliveries

(*Continued from page* 1)

drivers, pending the signing of final contracts by all the units of the huge Local No. 25, Teamsters Union.

Meetings between truck owners and the union are continuing night and day in an effort to come to an agreement on fringe benefits, retroactive pay, etc.

Heineman

(*Continued from page* 1)

"is very good," Heineman declared, as evidenced by the long lines of customers waiting at box-offices. "Our consistent flow of top box office attractions, such as 'Limelight,' 'The Barefoot Contessa', 'Marty' and 'Vera Cruz' is booming UA business," the distribution executive declared.

Heineman said that while exhibitors were prosperous, theatremen in Europe "are yelling for more good comedies because there is a dearth of such films." Comedies currently on the market do top business, he said.

Sees Europe Prosperous

The UA executive said that wherever he went in Europe, he found evidence of prosperity among the people and in local industries, including motion picture production and exhibition. "I talked with exhibitors and producers and all had a prosperous outlook for the future," he said. "More and more foreign film producers are looking for a global market for their pictures," Heineman said.

Heineman said that while he was in Spain, he went on location to see the filming of Robert Rossen's CinemaScope production of "Alexander, the Great," which UA will distribute. He also said that he met with UA personnel abroad and found an exhuberant attitude among company personnel.

Points to 'Marty'

Commenting on UA domestic business, Heineman stated that the engagement of Hecht-Lancaster's "Marty," which is in the 11th week at the Sutton Theatre here, may pay off the negative costs for the award-winning film. The film rental for 10 weeks was $100,000. A representative of Hecht-Lancaster had previously stated that production cost for "Marty" was between $300,000 and $325,000.

The gross of "Marty" at the Sutton Theatre here has differed by $2,000 between the lowest and highest weekly figures attained during the 11-week run thus far, it was learned.

Kingsley Asks

(*Continued from page* 1)

large British films which do very well in the United Kingdom, do not do relatively as well, on the whole, in the U.S. The NFFC director, in response to a question, said he felt it was not due to "unfairness" on the part of the American industry, but rather to other factors such as preferences of American audiences.

Kingsley then pointed out that unlike American audiences, British patrons accept American product just as readily as British product. However, he stated, it may be difficult to get a true picture of American tastes in light of the fact that many top British pictures do not get national distribution here.

Asked about his interest in the U.S. TV market, Kingsley replied "clearly the TV market cannot be ignored." In the long run, he went on, British producers would like to have both the theatrical and TV markets as outlets. The revenues offered by the separate markets, he indicated, would determine whether a British film goes to TV or gets theatrical distribution.

While here, Kingsley said he will confer with producers' representatives, major distributors and others in the industry. NFFC, of which Kingsley is managing director, has financed a high proportion of British films.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77 NO. 123 NEW YORK, U.S.A., FRIDAY, JUNE 24, 1955 TEN CENTS

Five on Docket

Hope to Finish Trade Parleys By Next Week

Berger Notes Definite Gains Since the Talks

The remaining film companies slated to meet with the joint Allied States-Theatre Owners of America committee will do so next week, with definite meetings scheduled with Allied Artists, Republic, and Universal. A committee spokesman said a meeting also has been set with Warner Brothers for Wednesday, but confirmation could not be obtained of such a conference from WB officials.

It is understood that the committee also plans to hold a meeting with United Artists, based on a previous statement of TOA president E. D. Martin. UA officials declined comment yesterday on whether a definite meeting date had been set.

Meanwhile, Ben Berger, a member of the joint exhibition committee, reached by a MOTION PICTURE DAILY field correspondent in Minneapolis said he thought that the WB meeting has

(*Continued on page 7*)

Reach Stalemate In Laboratories' Labor Situation

A cut-down of processing at film laboratories in the East was reported here yesterday as negotiations with Local 702, IATSE, representing the laboratory workers, were said to have reached a "stalemate."

The decrease in processing, according to a spokesman for DeLuxe Laboratories, is caused by union-imposed "restrictions," barring overtime work beyond the eight-hour day, in addition to excluding work on Saturdays and Sundays. The DeLuxe spokesman said overtime currently is

(*Continued on page 7*)

Col.'s Phone Stunt 'Snowballs' Here

A new avenue of promotion has been opened by the reported success of Columbia Pictures' "Call Jimmy Stewart," a plan whereby a person calls a phone number and hears the actor, via a recording, plug his latest

(*Continued on page 7*)

Greater Selectivity

Poe Is Given Broad Powers In IFE Setup

By DR. ARGEO SANTUCCI

ROME, June 23. — Broad powers have been extended to Seymour Poe, recently named executive vice-president of IFE Releasing Corp. At a meeting of Italian Films Export board of directors here, which was attended by Poe, the American executive was given complete autonomy to select the Italian pictures which he believes to be suitable for U.S. distribution, as well as product from other countries.

In addition, it is reported here, Poe has been given the authority to effect a reorganization of the distribution company.

The autonomy apparently was insisted upon by Poe who reportedly sought to curb an over-supply of Italian product which had only remote possibilities of returning a profit from the U.S. IFE, it was said, had want-

(*Continued on page 7*)

Schimel to Testify On Trust Damages

From THE DAILY Bureau

WASHINGTON, June 23.—Adolph Schimel, of Universal Pictures, head of the Motion Picture Association's law committee, will testify before a House Judiciary subcommittee next week in support of legislation to give Federal courts authority to award less than treble damages in private anti-trust suits.

Schimel already testified before the subcommittee in favor of the legislation during hearings on general anti-trust problems. Now the subcommittee is holding hearings specifically on this proposal.

Allied States general counsel Abram F. Myers is scheduled to appear in opposition to the proposal.

Three-Panel, 3-Projector Method

N. T. WILL PRODUCE FOR NEW SYSTEM

To Make Films for Showing by One-Booth Process Demonstrated by Rhoden on Coast

By WILLIAM R. WEAVER

HOLLYWOOD, June 23. — A new three-panel, three-projector system, which has been named Cine-Miracle, capable of projecting Cinerama or any other three-filmstrip pictures from a single projection booth located at the rear of the auditorium, was demonstrated today by National Theatres president Elmer C. Rhoden, technical director R. H. McCullough and P. Stanley Smith, of the Smith-Dietrich Corp., on a curved screen at the Melrose Theatre measuring 63 feet wide by 23 feet high.

At the same time, Rhoden announced that N.T. will produce pictures, using the Smith-Dietrich three-camera method, for projection in its own and other theatres equipped with, or leasing, the portable booth and screen equipment setup demonstrated today.

A worn print of "This Is Cinerama," lent by Stanley Warner's Si Fabian for experimental purposes, and run off 270 times during the experimental period, was used for today's

(*Continued on page 7*)

Rank's Trust Averts Sale

An Associated Press story from London published in American newspapers yesterday attributed J. Arthur Rank's transfer of control of his film and theatre empire to a trust which would use the profits for charitable purposes, to "Britain's tax laws which exempt trust properties from the heavy death duties laid on estates."

Creation of the trust, the AP story said, "means that when Mr. Rank dies, big blocks of stock will not have to be sold on the open market to satisfy the tax man."

The story also stated that "U. S.

(*Continued on page 7*)

United Artists Week Set for July 1 to 7

United Artists Week, aimed at placing a UA release in every theatre in the United States and Canada, will be observed July 1 - 7, it was announced by William J. Heineman, United Artists vice president in charge of distribution.

Backing the wide variety of films that will be shown during UA Week and throughout the year is a record

(*Continued on page 7*)

Hoover Reorganizes International Crew Of Variety Clubs

Reorganization of the crew of international representatives of Variety Clubs has been announced by George Hoover, international chief barker.

For the present year, the following appointments have been made:

Murray Weiss, Boston, will be international representative for tents located in Boston, Buffalo, Toronto, Albany, Detroit and Grand Rapids.

Ralph Preis, Philadelphia, will be international representative of Zone Two and will represent New York,

(*Continued on page 7*)

Audience Poll Gets Denver's Support

Special to THE DAILY

DENVER, June 23—Fifty-two exhibitors and distribution representatives pledged their support to the COMPO audience awards campaign today at a luncheon meeting in the Denver Club, sponsored by Frank H. Ricketson, Jr., of Fox Intermountain

(*Continued on page 7*)

Ohio Censorship Bill Seen 'Dead Issue' Barring 'Coup'; Adjournment Tonight

Special to THE DAILY

COLUMBUS, O., June 23.—Film censorship in Ohio, according to present indications, will be a "dead issue," at least until the next session of the legislature, unless Gov. Frank J. Lausche and his censorship supporters can pull a last-minute coup before tomorrow night, scheduled time for adjournment. Republican majority leaders have agreed to keep the censorship bill in committee, not permitting it to come to a vote.

Sen. Charles A. Mosher, chairman of the education committee and strong foe of censorship, yesterday staved off last-ditch attempts of the Democratic minority to force a vote on the measure.

Personal Mention

MAX YOUNGSTEIN, United Artists vice-president, will leave New York tonight with his family to spend the summer in Hollywood.

•

JACK L. STEVENSON, Paramount branch manager in San Francisco; HARRY HAMBURG, manager in Kansas City; WILLIAM HOLLIDAY, New Orleans, and ED G. CHUMLEY, Jacksonville, will come to New York over the weekend from their respective headquarters.

•

MARTIN QUIGLEY, JR., editor of "Motion Picture Herald," will return to New York by plane tomorrow from a European trip.

•

JACK HYLTON, British exhibitor, is scheduled to arrive here today from London via B.O.A.C.

•

EMERY WISTER, motion picture editor of the "News," of Charlotte, has returned there from Hollywood.

•

BURT LANCASTER will leave New York today aboard the "United States" for Europe.

•

RUSSELL HOLMAN, Paramount Eastern production manager, will leave New York on Monday for Rome.

•

P. T. DANA, Universal Pictures Eastern sales manager, has returned to New York from Pittsburgh.

•

STANLEY KRAMER will arrive here tomorrow from Europe.

•

ROSS HUNTER, producer, will arrive here tomorrow from the Coast.

Coyne Returns from Compo Coast Talks

Robert W. Coyne, special counsel to the Council of Motion Picture Organizations, will return to New York tomorrow from a week's visit on the West Coast. Coyne conferred with Elmer C. Rhoden, president of National Theatres and national chairman of Compo's Audience Awards Poll, and with Al Lichtman, distribution representative on the Compo triumvirate, who has been recuperating from a recent illness at Palm Springs.

He also conferred with studio heads on cooperation with the Audience Awards and reported an enthusiastic response.

'Beneath Sea' Hits Top Gross Class

Columbia Pictures reported yesterday that first returns from its multiple-dating, saturation promotion campaign for the science-fiction thriller "It Came from Beneath the Sea" showed the film getting top grosses.

A take of more than $19,000 was reported from the Paramount in San Francisco for the first four weekdays of the run, while the Denver in Denver and the Warner in San Francisco had grosses of $12,000 and $3,300 in the same period, the company said.

NBC-Korda Deal Not Yet Finalized

Negotiations are still under way between the National Broadcasting Co. and Sir Alexander Korda whereby the television network would present the film, "Richard III," for its first showing in this country, according to a spokesman for NBC.

If an agreement is reached between Morris Helprin, president of London Film Productions, Inc., representative for Korda here, the $2,000,000 production, which stars Laurence Olivier, would be televised some time next January.

The NBC spokesman yesterday said that a purchase price for "Richard III" has not been agreed upon. He pointed out that NBC recently acquired Korda's "The Constant Husband" for a first showing in this country on Oct. 9 for a reported price of $200,000.

It is reported that after the TV premiere of "Richard III," Helprin plans to exhibit the picture on a two-a-day road show basis.

WCBS-TV Acquires Seven Korda Films

WCBS-TV, New York, key station of the Columbia Broadcasting System's television network, has purchased from Alexander Korda seven films, three of which were made this year and will have their world releases on either "The Late Show" or "The Early Show" in the autumn. These three films have never been seen in theatres or on TV, according to CBS. They are "Where There's a Will," 'Windfall" and "Police Dog."

The remaining four films are "The Holly and the Ivy," "Fighting Pimpernel," "Mr. Denning Drives North" and "Home at Seven."

Big Takes for 'Itch' Nationally, Says Fox

With 20th Century-Fox's "The Seven Year Itch" now in its fourth week at Loew's State Theatre here, the company reports comparable strength in opening and holdover weeks at Los Angeles and Atlantic City, with large takes in eight other key cities.

The Marilyn Monroe starrer, says Fox, grossed $27,885 in its first five days at the Chinese Theatre, Los Angeles, and $8,998 in the first five days of its second week at the Warner Theatre, Atlantic City.

Other excellent business is reported from Cleveland, Buffalo, Rochester, Detroit, Cincinnati, Baltimore, New Haven and Hartford.

Approves Garage Bill

COLUMBUS, O., June 23.—Ohio House of Representatives approved, 91-41, a bill to construct a 1,200-car underground parking garage at the State House in the heart of the downtown theatre district. Earlier the Senate had approved the measure. Gov. Lausche is known to oppose the proposal but it is expected that there will be sufficient votes to override a possible veto.

'Foys' Bow Raises $8,000 for Charity

From THE DAILY Bureau

HOLLYWOOD, June 23. — More than $8,000 was raised for United Cerebral Palsy and the John Tracy Clinic at "The Seven Little Foys" premiere tonight, at the Hollywood Paramount Theatre, where George Jessel paid tribute to Bob Hope in the name of all show business for his charitable fund raising efforts and morale-building junkets to servicemen at home and abroad.

Hope and seven youngsters left by plane for Chicago following the premiere to launch the national promotion of the film. The tour will include Philadelphia, Boston and New York, with an appearance on Ed Sullivan's "Toast of the Town" program telecast over CBS.

Crosby Heads Group For 'Foy' Premiere

A committee of top show business personalities with Bing Crosby as honorary chairman has been formed with leaders of industry and civic affairs for the New York benefit premiere of Paramount's "The Seven Little Foys," set for the Criterion Theatre on Wednesday. All proceeds from the premiere engagement of this Bob Hope VistaVision musical in Technicolor will be turned over to United Cerebral Palsy.

In addition to Crosby, the committee comprises the following headliners: Jack Benney, Vivian Blaine, Victor Borge, Peter Donald, Virginia Graham, Margaret Hayes, Lena Horne, Warren Hull, Dennis James, Grace Kelly, Ertha Kitt, Tex and Jinx McCrary, Hildegarde Neff, Jane Pickens, Maria Riva, Hazel Scott and Herb Sheldon.

Television's Arlene Frances and Betty Furness head a special woman's committee, and Leonard Lyons of the New York "Post" is chairman of a columnist's committee. Chairman of the premiere committee is General James H. Doolittle. Working with him is General Lucius Clay.

Services Today for Mrs. Budd Rogers

Funeral services will be held today at 2:00 P.M., for Mrs. Budd Rogers, 58, wife of Budd Rogers, veteran industry executive, who died Wednesday night after a long illness. The services will be held at the Riverside Funeral Home. She also is survived by a son, daughter, two brothers and a grandchild.

Auten to Hospital

BUSHKILL, Pa., June 23.—Capt. Harold Auten, veteran film distribution executive now residing here will enter Mercy Hospital, Scranton, July 4 for a critical operation on an eye. Several earlier operations failed to correct the condition.

Cinerama Acquires The Vitarama Corp. Licensing Company

Hazard E. Reeves, president of Cinerama, Inc., equipment producing firm for the film process, announced yesterday the acquisition of Vitarama Corp., Cinerama patent licensing company. Formalities of closing will be concluded next Tuesday.

"The move is a step in consolidating Cinerama operations and simplifying corporate structure," Reeves said.

"A careful study of all Vitarama patents will be undertaken, including those unrelated to Cinerama. We expect to continue to further develop the Cinerama process through the Vitarama Corporation," he declared.

Announcements of further plans may be made within 30 days, it was stated.

Coney Island Host To Newsreel Men

The Coney Island Chamber of Commerce will play host to the working newsmen of radio, newsreels and television next Wednesday, it was announced here yesterday by the Radio-Newsreel-Television Working Press Association.

After a dinner, the entire facilities of the playground will be turned over to the newsmen. This will mark the third time this year that the R-N-TV Working Press Association will have been feted by its friends in industry and public relations.

Brandt Adds Drive-In

HARTFORD, June 23.—Poquonock Drive-in Theatre Corp., a newly-formed Connecticut corporation, has taken over the Bridge Drive-in, Groton, formerly operated by the Associated Management Corp. Harry Brandt, New York theatre owner, is listed as president of the new firm, with Richard Brandt as vice-president and Vivian Gruber as secretary.

Crane Celebrates

Paul Crane, chief of Loew's International Corp.'s traffic department, will have a double celebration on Sunday. It will mark his silver wedding anniversary and his 33rd year with the Loew organization.

$8,130 for 'Summertime'

Opening day of United Artists' "Summertime" at the Astor Theatre here scored a near-record gross of $8,130, UA reported yesterday.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"LOVE ME OR LEAVE ME"
in CINEMASCOPE and COLOR starring
DORIS DAY • JAMES CAGNEY
An M-G-M Picture
and Spectacular Stage Presentation

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People

Mrs. Myrtle Parker and **Mrs. Gladys Hawkins** will represent the Charlotte chapter of Women of the Motion Picture Industry at the WOMPI convention in New Orleans in September.

¤

Frederick Jacobi has been appointed manager of publicity for the NBC Film Division. He joined NBC in 1950 as a staff writer in the press department and for the last 18 months has been press manager of the film division.

¤

William Hendley, who has managed circuit theatres in Atlanta and Miami, has joined Stanley Warner as manager of the Majestic in Gettysburg, Pa.

¤

Jack Barbur of Seattle has been appointed manager of the Modern Theatre Supply Co. in Portland, Ore.

¤

Jerry Lewis narrates the highlights of the recent Paramount press junket to the Brown's Hotel in the Catskills in Paramount News No. 90 which will be shipped to theatres today.

¤

Harold Colton, former Universal salesman, is now booker and office manager for Allied Artists in Philadelphia.

¤

Jack Shaindlin, whose Mercury Album of "Academy Award Favorites" won the "Woman's Home Companion" Album of the Month award, will appear on the Joe Franklyn show over ABC-TV on Monday at 3:30 p.m.

Contract Breach Suit Names 5 in Cleve.

CLEVELAND, June 23. — Former State Representative James J. Barton, his wife, Mrs. Emma Barton, Berlo Vending Co., Herbert Ochs, Ben L. Ogron and the Capital Bank of Cleveland, are named in a $500,000 law suit for breach of contract. The action was filed in Common Pleas Court by plaintiffs Jack L. Gertz, John M. Urbansky and John Stuart Cangney.

Plaintiffs claim they entered into a contract with Barton on Sept. 14, 1949, to build a drive-in theatre on Pearl Road property owned by Barton, who was to put up the property for 25 per cent of the stock to be issued by the corporation, while Gertz, Urbansky and Cangney were to furnish a minimum of $75,000 for construction costs.

Will Open in July

Building was delayed pending the elimination of zoning restriction and issuance of a building permit. Plaintiffs claim that when these obstacles were removed, Barton entered into a contract with other parties to build the theatre, ignoring the prior contract. The theatre is now nearing construction and is scheduled to open in July.

M-G-M Workshops Concluded

Exhibitors Using Ticket Selling Ideas, Simons Says

By LESTER DINOFF

Information gleaned at the M-G-M's Ticket Selling Workshops has been put to practical use and exhibitors who have attended the 24 "laboratories" are cashing in on the promotional ideas that have been projected at the sessions, Mike Simons, M-G-M director of customer relations, said here yesterday.



Mike Simons

The Workshop "classes" have been completed and there are no present plans for M-G-M to conduct any more of the seminars during the next year, Simons said.

"Young people in exhibition and many new theatre owners in the business now have benefited enormously by the ideas presented by 'old showmen,'" Simons stated. Among the best ideas presented, he feels, is the one announced by Seymour Morris of the Schine Circuit. The theatre organization is making its houses available to any organization which contemplates holding a convention or trade show, he said.

"It is putting on a show in a show house and in turn, earning revenue for the theatre in the off hours and between film presentations," Simons stated.

Exhibitors are back at work selling pictures, installing the latest screen equipment in their theatres, and doing things which sell tickets, the M-G-M distribution official said.

Cites Compliments Received

Simons stated that many theatre executives have written him of the success of the Workshops. In one letter, from John W. Keiler of the Columbia Amusement Co., Paducah, Ky., Simons said that the exhibitor was "thankful for a wonderful experience and for the money which the Workshop is going to put in our pocket. It instilled new life and fire in our organization and awakened us to aids which we had forgotten existed."

Many theatremen had also received a "new slant" on television from the Workshops, Simons said. "They are utilizing this medium in selling their presentation to the public," he said.

Simons said that he will address the Famous Players Canadian convention for circuit managers on Aug. 4 in Toronto, explaining the Workshops agenda.

Johnston to Coast On Two Weeks Trip

From THE DAILY Bureau

WASHINGTON, June 23. — Motion Picture Association president Eric A. Johnston is scheduled to leave here Monday for two weeks on the West Coast.

He'll be in Seattle and Spokane next week, and will probably stop in Hollywood for two or three days the following week, en route back to Washington. MPAA officials said the Hollywood trip was prompted by "routine matters, nothing special."

SPG, SAG Expected To Endorse the PCA

From THE DAILY Bureau

HOLLYWOOD, June 23. — The Screen Producers Guild board of directors, which meets here next Monday night, is expected to follow the example of the screen writers branch of the Writers Guild of America, which this week endorsed the Screen Directors Guild resolution adopted June 14 and which praised the Production Code Administration director, Geoffrey Shurlock, and urged the Association of Motion Picture Producers to "vigorously resist any and all acquiescenses to any unwarranted or unjustified demands for changes in films that already have a Code certificate."

The Screen Actors Guild board, which will meet in two weeks, is expected likewise to endorse the SDG resolution.

Fairbanks to Make 4-Reeler for WB

HOLLYWOOD, June 23.—Signing of a contract with Jerry Fairbanks Productions for filming of a four-reel featurette in WarnerColor titled "Freedom Road," for Warner Brothers was announced today.

Depicting scenic and historical highlights of the nation's most-traveled places, "Freedom Road" will be released in the Fall.

Motion Picture Tops in Mexico by 9 to 1 Over Other Media, Official Report Shows

Special to THE DAILY

MEXICO CITY, June 23.—That pictures are more than ever Mexico's top paid public entertainment was manifested by the announcement of the National Statistics Department that during May the 132 cinemas here attracted 5,466,137 paying customers.

The 5,466,137 figure was almost nine times the volume of business done last month by all other public amusement centers here put together, the report stressed. In May, local legitimate theatres drew 215,802 paying patrons, the two bullfight rings only 136,572, and other media of entertainment, including baseball and soccer football, attracted 273,297 patrons.

O'Dwyer Office Mum On Report of Picture Financing in Mexico

Special to THE DAILY

MEXICO CITY, June 23.—Although the law office here of William O'Dwyer, former mayor of New York City, will make no comment, it is reported that O'Dwyer is participating in film financing.

The reports are that O'Dwyer has provided an unspecified amount of funds for the production of a musical comedy type picture, starring Irasema Dilian, the Polish-Italian beauty who is a big name in dramatic roles in Mexican films; Andy Russell, and Enrique Rambal, Jr. The ex-mayor and ambassador's partnership is with the Rodriquez Brothers, producers. The picture is scheduled to start on Monday at the Churubusco studios here. The tentative title is "Primavera en el Corazon ("Spring in the Heart"). It will be in color and CinemaScope. It is understood that success of this picture will decide other cash cooperations by O'Dwyer with the Rodriguezes, or other Mexican producers.

Reported Seeking Dancer

O'Dwyer and the Rodriguezes are reportedly negotiating with Katherine Dunham, now here for a week's engagement with her ballet, to start in another picture.

Application for credit for this picture is being considered by the anticipatory payments committee of Cinex, the semi-official organization that controls distribution of Mexican pictures abroad.

Mexican Gov't May Enter Pay Dispute

Special to THE DAILY

MEXICO CITY, June 21.—Mexican producers are moving to ask Labor Ministers Adolfo Lopez Montes to arbitrate the conflict resulting from the wage demands sought by players, musicians, technical and manual workers.

The motion picture producers, who are faced with a threatened strike on July 1 unless the pay hike demands of from 12.8 to 50 per cent are accommodated, contend that their income is being curtailed by foreign films which practically control all but three first-run theatres here.

May Approach MPAA

It has been reported that the Mexican producers association will ask the Motion Picture Association of America and its president, Eric Johnston, to prevent American producers from making films in Mexico during the labor dispute.

The producers have appointed Gregoria Wallerstein, Mario Zacarias, Adolpho Lagos and Valentin Gascon as their representatives at the intended talks with the Labor Ministry.

Set Hearing on Drive-In Receiver

HARTFORD, June 23.—Superior Court Judge James C. Shannon will hold a hearing tomorrow on appointment of Michael Radin, attorney, as temporary receiver for the Turnpike Theatre Corp., operators of the Pike Drive-In, Newington, Conn.

The receiver was named on application of Louis B. Rogow, one of the partners, who charges that the corporation is solvent but that its assets "are in danger of waste."



The PRIVATE WAR OF MAJOR BENSON

PRINT BY Technicolor

...THE EXHIBITORS!

"U-I has a picture with that magic appeal for each member of the family." *David B. Wallerstein*
Balaban & Katz Theatres Corp.

"Terrific entertainment that every exhibitor will be happy to play. You won't have an unsatisfied customer." *Abe Berenson*
President of Allied Theatre Owners of the Gulf States

"Spontaneous audience approval reminded me of days when Harold Lloyd was at his best."
Leon Robertson
Fox District Manager

"Splendid entertainment for all ages."
James Coston
Standard Theatres of Wisconsin and Coston Enterprises

"We have nothing to fear from TV as long as Hollywood keeps making such pictures."
Tom Lucy
Exhibitor's Service Co.

"A fine picture that is destined to win the public's acclaim." *Jack Kirsch*
Allied Theatres of Illinois

"Has all the ingredients the mass public expect in a fine picture." *Page Baker*
Theatres Service Co.

"Refreshingly different thanks to its heart-warming humor. Should win the cheers of every age-group and every class of movie-goers."
S. B. Greiver
Greiver Booking Circuit

"One of those gems of a story that comes along altogether too seldom. Sure to result in outstanding business." *Russell Hurt*
Alger Theatres

HAPPILY YOURS FROM UNIVERSAL-INTERNATIONAL

CHARLTON HESTON • JULIE ADAMS

with WILLIAM DEMAREST • TIM CONSIDINE • SAL MINEO • NANA BRYANT • MILBURN STONE • MARY FIELD

Directed by JERRY HOPPER • Screenplay by WILLIAM ROBERTS and RICHARD ALAN SIMMONS • Produced by HOWARD PINE

EVERYBODY!

...THE TRADE PAPERS!

"You've kind of got to see this picture to believe it...to believe how good it is!" *Motion Picture Herald*

"A welcome, wondrous piece of entertainment, reminiscent of 'Going My Way'... Tim Hovey makes it a must for everybody.
Showmen's Trade Review

"A must-see movie... should even lure lazy TV audiences back to the movie theatres!" *Film Daily*

"Destined for important playing time... the whole family will love this good, clean fun!"
Motion Picture Daily

"Heart-warming...especially sure-fire for family trade!" *Daily Variety*

"Packed with laughs and mass-appeal... Tim Hovey is a cinch to win the heart of every mother and father in the audience!"
Hollywood Reporter

...THE PUBLIC!

A few patron comments that strike at present industry problems.

CLEVELAND: Hippodrome

"I would start again and go every week to see a show like this."

"Something you can't see on TV."

PHILADELPHIA: Esquire

"More like this and we'll come to the movies rather than stay home and watch TV."

JACKSONVILLE: 5-Points

"A first rate movie for a change worth leaving your TV to see."

"I expect to see this again."

ATLANTA: Loew's Grand

"If more movies were like this one TV would go out of business."

TOLEDO: Rivoli

"Excellent! I must see it again."



and meet TIM HOVEY

"brightest juvenile talent introduced to the screen in years!"
Motion Picture Herald



Universal International

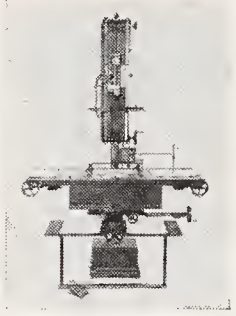
In the THEATRE Equipment & Refreshment World . . .

. . . with RAY GALLO

THE Raytone Screen Corp., Brooklyn, N. Y., is joining forces with Protective Coatings, Inc., Tampa, Fla., to market "Cinemaplastic," the drive-in screen coating. Announcement was made jointly by Alfred C. Bergman, president of Protective Coatings, and Leonard Satz of Raytone to the effect that the latter firm will offer the coating as a regular part of its complete service to drive-in theatres. "Cinemaplastic" is a vinyl plastic in liquid form, designed for spraying on any type of surface. It is said to dry to a tough flexible skin which adheres to and then expands and contracts with the surface.

•

A new line of products for motion picture and television animation production, recently introduced by S.O.S. Cinema Supply Corp., New York, includes an animation stand. Called the "Tel - Animastand," (see photo) it has a camera fitted to a moveable, counter - balanced vertical carriage which photographs the art work. Optical effects are achieved by moving the camera toward or away from the table, which turns a full 360 degrees. Among its other features are an Acme Peg Bar registration system, a Pantograph, a zoom assembly, a table for art work up to 18 by 24 inches in size; a shadow board with built-in matte device. Sold as an accessory to the stand is a new hot press called the "Tel-Animaprint." It uses heated founders' type impressed upon color foils to produce advertising copy, titles, crawls and flip cards.



•

RCA has announced plans for a comprehensive promotional program to help exhibitors tell their patrons the advantages of "push-back" theatre chairs. The chairs are manufactured by the Griggs Equipment Co. and distributed by RCA theatre supply dealers. The special campaign will provide exhibitors contracting for new installation of "push-backs" with a variety of advertising and promotional aids for use at the neighborhood level.

•

National Theatre Supply has a new single-phase selenium plate rectifier-designed especially for drive-ins "which must use powerful lamps to project to large screens but which do not have three-phase current readily available." It is designed for efficient burning of 10mm and 11mm regular carbons and 10mm "Hitex" carbons.

Reviews

"The Dam Busters"

(Warner Brothers)

Hollywood, June 23

HERE is an exciting, dramatic film account of Paul Brickhill's book, and Wing Commander Gibson's "Enemy Coast Ahead," produced in England, which describes the development and use of an unusual bomb to destroy Germany's Ruhr dams in World War II. Richard Todd and Michael Redgrave, two good marquee names, add stature to this English import with their ingratiating, forthright approach to the solution of the problem of performance by the bomb.

Michael Anderson's direction of R. C. Sherriff's screenplay is at once human and suspenseful without resorting to melodramatic overtones for the courageous effort related to this important incident of the war. His definition of character for the large supporting cast of all male principals fills the film with natural quality.

It evolves as a simple study in scientific principles which will tickle the minds of young and old alike, especially when viewing the trial and error tests of the theory that circular bombs, dropped from low-flying planes, would skip over water. It develops into a thrilling reality as we experience the "bouncing ball" attack on the Ruhr dams.

Michael Redgrave is depicted as the scientist who persevered in his plan to break the dams which would kill the German steel mill power and water supply and thereby shorten the war. Richard Todd portrays the R.A.F. wing commander chosen to select and train the flight squadron for the mission.

Erwin Hillier's camera work, and the music composed by Leighton Lucas are noteworthy assets to the production. Robert Clark produced the film for Associated British Picture Corporation.

Running time, 101 minutes. General classification. Release, in July

SAMUEL D. BERNS

"It Came from Beneath the Sea"

(Columbia)

THE science-fiction and horror fans should find this thriller about an incredible monster made-to-order. The story tells of a "thing" that is reactivated by the H-bomb experiments. "It" roams the Pacific in search of food—human or otherwise.

When a small part of the "thing" gets entangled in an atom submarine, two scientists are summoned to determine its nature and origin. When they realize the staggering proportions of the monster, an intensive search is begun. Reports from various points tell of missing people and lost ships. When the monster's location is more or less pinpointed, headquarters are set up in San Francisco.

The picture's most exciting moments develop when the "thing" appears at the Golden Gate bridge. Not only does it crush the bridge, but also wends its way to the waterfront where buildings, cars and people are crushed beneath its tentacles. Flame throwers push it back into the sea, but its destruction is still to come. It can be killed only when hit in one vital spot above the eyes. The deed finally is accomplished with a harpoon.

Although the theme is not unusually original, the picture maintains an exciting pace and the special effects are fascinating. Screenplay writers George Worthington Yates and Hal Smith have injected a romantic triangle, harmless enough but not necessary. Involved are Faith Domergue and Donald Curtis as the scientists and Kenneth Tobey as the submarine commander. They all perform very well but it's the monster that remains all-important. Robert Gordon directed from Yates' original story. This Clover Production is most exploitable.

Running time, 80 minutes. General classification. For July release.

"Creature With the Atom Brain"

(Columbia)

A STANDARD science-fiction thriller, "Creature With the Atom Brain" is reminiscent of the once-popular serials. It is well packed with all sorts of pseudo-scientific dialogue. The kids should get a few thrills from the incredible situations.

Richard Denning is in charge of the police laboratory and links two apparently disconnected murders to dead men. It seems that a deported mobster has returned to the country intent on murdering the men responsible for his plight. He brought a famous scientist with him and concocted a fantastic scheme with the aid of stolen corpses from the morgue. He charges these bodies with atom rays, brings them back to "life" and controls their movements from a secret hideaway. He also enables them to speak and provides them with superhuman strength.

However, fingerprints are left at the scenes of the crimes which are the first clues to the madman's apprehension. In various other ways Denning deduces the method of the murders and with the aid of the Army tries to locate the source of the crimes. To prevent discovery, the gangster kidnaps a fellow detective, makes him a "creature" and thus tries to kill Denning. The plot backfires and the climax finds a whole corps of corpses battling the Army and the police but hero Denning ends the entire project with one fell swoop.

The acting is adequate and Edward L. Cahn's direction keeps the action moving. The unknown supporting cast includes Angela Stevens as Denning's wife, S. John Launer the cop-turned-creature, Michael Granger the mobster and Gregory Gay the scientist. Curt Siodmak, noted for his "Donovan's Brain," wrote the story and screenplay. It is a Clover Production.

Running time, 70 minutes. General classification. For release in July.

TENT TALK

Variety Club News

ALBANY — A meeting of the Albany Variety Club tent will be held on Monday when chief barker George H. Schenck will submit a revised plan for new club headquarters in the Sheraton-Ten Eyck Hotel. Larger space is available.

△

PITTSBURGH — Tent No. One here again will sponsor Camp O'Connell for local and district youngsters. The camp will open on Sunday. The co-chairmen are M. A. Silver, Harold C. Lund, Dr. Albert I. Wise and the Rev. Daniel Brennan, all of whom will be in charge of the opening day ceremonies.

△

CHICAGO—Tent No. 26 here has scheduled a weekend outing at Elkhart, Wis., for July 8 and a golf tournament on Aug. 12 at St. Andrews Country Club.

△

CINCINNATI.—A camera crew from Hollywood headed by producer Ralph Staub will arrive here today, to shoot Cincinnati Variety Club activities for the forthcoming Technicolor short "The Heart of Show Business" for international release upon completion. Staub will visit 45 tents in the United States in addition to tents in Japan, India and Europe wherever Variety Clubs are located. Cincinnati Tent No. 3 was the third club to be formed and was given its charter 25 years ago.

TOA Trade Show to Feature New Lines

A special section to be devoted exclusively to new products and equipment ideas that were developed in the past year will be a feature of the trade show of the Theatre Owners of America annual convention in Los Angeles in October. Orkin Expositions, the organization which is handling this year's exhibits at the Los Angeles Biltmore Hotel, is setting up an area to be devoted to the presentation of new merchandise.

The convention co-chairmen, Lester Kropp, Ernest Stellings and Joseph Rosenfield, are putting special emphasis on encouraging manufacturers and dealers who are offering new products to display them at the show.

30 Years With Fox, Lee to Be Feted

J. J. Lee, 20th Century-Fox Detroit branch manager, will be honored on his 30th anniversary of association with the film company with a week-long sales drive, July 10-16, during which 2,000 bookings are expected to be cleared through his office.

All exhibitors in the Detroit area are being invited to participate in "Joe Lee Week," and a series of activities is being arranged for the celebration period.

City wide interest in the 30th anniversary celebration also will see the branch head as a guest on TV and radio shows.

20th-Fox Sees 32,500 'Scope Houses by '56

Twentieth Century-Fox executives estimate that by the end of 1956, an approximate 32,500 theatres throughout the world will be equipped for CinemaScope presentation with either magnetic or optical sound.

In the United States and Canada, 20th-Fox foresees more than 17,000 theatres equipped by the beginning of 1956 for the wide-screen medium.

Rank Trust

(*Continued from page* 1)

motion picture interests recently have been reported buying shares in the (Rank) enterprise." Rank, however, said in a statement published in MOTION PICTURE DAILY yesterday that the trust had been created two years ago and its sole object was to keep control in English hands and to encourage the British film industry in the national interest.

Reply to Schlesinger Report

Rank also said that his statement was felt necessary due to published reports in connection with the 20th Century-Fox negotiations for 90 per cent of the Schlesinger South African Theatres interest, which referred to Rank's control of Odeon Theatres. Rank reportedly owns 25 per cent of the Schlesinger company and 20th-Fox owns 49 per cent of Metropolis & Bradford Trust, one of the top Rank holding companies.

Trade speculation has been that an exchange of the two would help both 20th-Fox and Rank achieve their individual aims.

Audience Poll

(*Continued from page* 1)

Theatres; Pat McGee, of Cooper Foundation, and Jack Felix, area distribution chairman.

The meeting was attended by representatives of Fox Intermountain Theatres, Cooper Foundation, Gibralter Theatres, Westland Theatres, Civic Theatres, Atlas Theatres and several independent houses. All branch and district managers of the Denver film exchanges also were present.

Exchange managers promised to indoctrinate their salesmen and bookers so that the audience awards program can be explained to small town theatremen and their participation enlisted.

Poe Status

(*Continued from page* 1)

ed the American company to accept all pictures channelled to the American market by IFE.

Poe is expected to look over the product of other European countries before returning to the U.S. in July.

U.A. Week

(*Continued from page* 1)

advertising - publicity - exploitation budget of $6,000,000, Heineman said. Support for UA Week is indicated by thousands of pledge cards sent in by exhibitors and circuit heads throughout the United States and Canada, he added.

NT's New Projection Method

(*Continued from page* 1)

demonstration. Observers, including this one, said the audience impact achieved with the single-booth equipment installation, and on a screen of the same dimensions as used for the "This Is Cinerama" premiere, was equivalent to the original.

The single booth, three-projector setup consists of three regulation projectors, one facing the screen directly and covering the middle panel, another set at right angles and pointing (as at three o'clock) into a mirror that deflects the beam to cover the left panel, and another facing oppositely . . . (as at nine o'clock) to cover the right panel. The booth measures 22 feet by 13 feet overall, and 52 seats were removed to accommodate it.

The single booth and screen equipment will be made available for lease, according to Rhoden, and can be transported from city to city on two trucks, with installation charges ranging from $2,000 to $3,000. Equipment cost N.T. $40,000, according to McCullough, but N.T. has no intention of entering the equipment selling field.

Smith, whose company developed the electronically controlled focussing process used in the Cine-Miracle system, told the press that the electronic-synchronization photographing lenses virtually eliminate juncture-line between panels, and he projected two-panel test footage to show how this is done. He said two Cine-Miracle camera setups, each embracing three cameras, are in manufacture by Mitchell Camera Co. for use on National Theatres productions.

Answering questions, Rhoden said he expects no objection from the Government to N.T.'s engaging in production, and cited the Stanley Warner Cinerama situation as an indication. He affirmed that N.T. has several large theatres in the country that could well use the Cine-Miracle type of attraction, and that he had sought in the past to obtain Cinerama and still is trying.

Projectors used in the demonstration are regulation Century mechanisms, adjusted to pull down six sprockets instead of four, and electrically synchronized. Stereophonic sound is used, with seven tracks, with five speakers behind the screen and eight in the auditorium.

Phone Stunt

(*Continued from page* 1)

film, "The Man From Laramie," according to the film company.

Exploitation and publicity representatives at Columbia yesterday reported that the success of the "gimmick" had snowballed to such an extent that allied interests have been trying to arrange tieups with the film in each of the 11 cities where the stunt is taking place.

A spokesman for Columbia said that much credit for the idea should go to producer William Goetz and Paul N. Lazarus, Jr., Columbia advertising, publicity and exploitation vice-president.

In New York, a battery of 10 record producers have been set up at the film company's home office. Even though only one trade notice mentioned the stunt, calls have been pouring in heavily. By dialing PLaza 7-8570, the automatic playback device gives a sales pitch by the star.

Phone Exchange Complains

The Columbia spokesman said that the calls have been so heavy, that the whole Plaza 7 exchange has complained to the telephone company. Also, he said, one irate New Yorker, a Mrs. Gray, whose telephone number is PL. 5-8570, has threatened litigation against the phone company unless something is done about the "gimmick" as people are dialing her number by mistake.

The phone company reported to Columbia Pictures that between the hours of midnight and 7 a.m. yesterday, over 5,400 calls were placed. The 27-second message has been repeated during the working day at a rate of 1,000 per hour in New York with some cities reporting 1,500 calls during the peak hours of the day.

The "Call Jimmy Stewart" plan was initially put into effect on June 15 in Fort Worth, Houston, San Antonio and Dallas. In rapid order, the plan was installed in Boston, Philadelphia, Chicago, Seattle, Detroit, Salt Lake City and New York. In a majority of these cities, telephone calls have been averaging 2,000 per hour, the Columbia spokesman said, adding that the RCA Victor record company plans to use the stunt shortly in advertising new albums.

Hoover Reorganizes

(*Continued from page* 1)

Philadelphia, Baltimore, Washington, Pittsburgh and Cleveland.

Zone Three will be headed by John Jones of Chicago. Under his jurisdiction will be Chicago, Indianapolis, Milwaukee, Cincinnati and Dayton.

Bob Hoff, Omaha, heads Zone Four. His representation includes the tents in Omaha, Des Moines, St. Louis, Minneapolis and Denver.

Zone Five is represented by C. A. "Pappy" Dolson, Dallas. His tents are located in Dallas, Houston, Memphis, Oklahoma City and New Orleans.

E. A. Whitaker, Atlanta, a new appointment to the board of international representatives, now heads Zone Six. This zone consists of Charlotte, Jacksonville, Atlanta and Miami.

Al Grubstick, San Francisco, will handle Zone Seven. His tents are San Francisco, Los Angeles, Salt Lake City, Las Vegas and Seattle.

Rotus Harvey, San Francisco, has been reappointed to the position of international representative-at-large.

Reach Stalemate

(*Continued from page* 1)

utilized by most plants in New York and New Jersey.

Restrictions, he went on, were imposed following a plant close-down on Monday, when all workers failed to report and, instead, attended a union meeting. Monday's situation caused newsreel companies to process their prints at West Coast plants.

Currently, however, newsreel companies are using New York and New Jersey plants, it was stated, despite the processing cut-down. The union-management dispute was said to revolve around a union bid for a wage hike.

A Local 702 spokesman could not be reached for comment.

Script Re-Write Due To Red Propaganda

ORLANDO, Fla., June 23. — Empire Studios here asserts it has delayed production on its picture based on the war between the United States and the Seminole Indians because of Russia's latest propaganda moves to paint the U. S. as an oppressor against the Indians.

A sequence in the story, which deals with the life of Osceola, shows the Indian chief being taken prisoner by U. S. Army men after Osceola had come to Fort Peyton to discuss peace. Although the incident is historically authentic, it is believed that the Reds might twist the event out of context, Empire said. Production, planned for this month, will be delayed until portions of the script can be re-written by the author, Dr. Frank G. Slaughter. The film will be for Republic release.

Trade Talks

(*Continued from page* 1)

been set for Wednesday. He expressed optimism regarding the outcome of the series of conferences, although saying that "it would take time" before sought-after remedial measures are realized. He added that some definite improvements already have been noted, particularly with 20th Century-Fox. Berger said he will not be in attendance at the upcoming meetings, however.

On Tuesday, Universal stated that a meeting will take place with the committee, to be attended by Universal president Milton Rackmil, vice-president and general sales manager Charles J. Feldman and assistant general sales manager Ray Moon.

Allied Artists will confer with the committee on Wednesday, with vice-president and general sales manager Maurice Goldstein, vice-president and assistant to the president Edward Morey and other sales executives.

A Republic spokesman said that Herbert J. Yates, president, will come in from the Coast for the meeting next week, although he did not know which day the talk would take place.

Catholics Asked to Shun Buff. Drive-In

BUFFALO, June 23. — Buffalo's newest drive-in, the Twin, which opened Wednesday at Walden Ave. and Dick Road is showing "Son of Sinbad" first-run starting tomorrow. In the current issue of the "Union and Echo," local Catholic publication out today, the following notice is running at the top of the theatre page:

"Notice—Since the Twin Drive-in Theatre has announced the showing of the condemned motion picture, 'The Son of Sinbad,' the Legion of Decency is asking all practical Catholics to avoid this theatre not only during the showing of 'Son of Sinbad' but also for the remainder of the 1955 outdoor season."

ABPT Outing

Employes of American Broadcasting-Paramount Theatres home office here participated in the company's annual outing yesterday in Connecticut.

MILLIONS OF FANS WAITING!

Roaring action by ZANE GREY... America's most popular Western writer... brought to the screen with all its savage excitement!

EXPLOITATION FLASH!
Watch for a tremendous National book promotion of a special movie edition of "ROBBERS ROOST" launched by Grosset & Dunlap.

GEORGE MONTGOMERY IN ZANE GREY'S

ROBBERS ROOST

COLOR BY DELUXE

co-starring
Richard Boone · Sylvia Findley · Bruce Bennett
with Peter Graves · featuring Tony Romano

Screenplay by
JOHN O'DEA, SIDNEY SALKOW and MAURICE GERAGHTY

Produced by ROBERT GOLDSTEIN · Directed by SIDNEY SALKOW

A Leonard Goldstein Production · Released thru United Artists

thru UA

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 124 NEW YORK, U. S. A., MONDAY, JUNE 27, 1955 TEN CENTS

EDITORIAL

Audience Awards Poll Prospects

By Sherwin Kane

THE enthusiasm which exhibitors, large and small, are bringing this early to the regional meetings to set in motion the COMPO audience awards poll speaks well for the conduct of that endeavor and, surely, increases the likelihood of happy results.

It is evident in conversations with many exhibitors that they are sold on the audience awards as a means of increasing interest in motion pictures and the theatre—an interest which will translate itself into increased attendance. Participation will not be costly to the individual exhibitor. Expenditure of effort is essential to the plan's success, but its potential rewards are great enough to set in motion a new industry-wide upsurge at the box office.

•

Not the least important of the COMPO poll's possibilities is the opportunity it will provide the patron to single out for acclaim new faces, new talent. In fact, Elmer Rhoden, superlative showman and national chairman of the audience awards poll, has said that to him that is the most important of the poll's possibilities.

Personalities rank above all else at the box office, Rhoden asserts, but the industry is weak in discovering and developing them. The mortality rate of personalities, he remarked, exceeds their birth rate.

•

There is, then, substantial benefit to production, as well as to exhibition, in prospect in the audience awards.

The COMPO poll is one more opportunity for the individual branches to forget the differences which from time to time set one against the other, long enough to

(*Continued on page 2*)

No Bid to UA for Exhibitor Parley

The joint Theatre Owners of America-Allied States Association committee has not requested a meeting with United Artists to discuss sales policies and industry problems, according to William J. Heineman, UA vice-president in charge of distribution.

"I have received no calls or requests from the TOA-Allied group for a meeting," Heineman said on Friday after learning that the exhibition committee is meeting with other film companies tomorrow and Wednesday.

Stern New Head

Sliding Scale Plan Proposed By N. J. Allied

Allied States was urged to press for a "top picture" sales policy formula, providing for a sliding scale and percentage ceilings, by New Jersey Allied, it was learned here at the weekend in the wake of the unit's three-day annual meeting at the Concord Hotel, near Monticello, N. Y.

The proposed "top pictures" for-

(*Continued on page 6*)

'Unusual Presentations' Praised

INTEREST LIVELY IN CINE-MIRACLE

Raibourn, Picker Welcome 'Cinerama-like' Innovation; Reeves Sees No Competition

By MURRAY HOROWITZ

A lively interest in National Theatres' Cine-Miracle system was displayed here in industry circles at the weekend following the NT West Coast demonstration.

Paul Raibourn, Paramount vice-president, said "it sounds very interesting," adding that it could be "very helpful in enlarging the possibilities of more unusual presentations in theatres."

Raibourn prefaced his remarks by saying that he had not seen the "Cinerama-like" system in operation, indicating a desire to attend a demonstration. Other industry executives here also voiced a hope of seeing a demonstration, possibly in the East, of the three-panel, three-projector method, claimed to be less costly to exhibitors than Cinerama.

Hazard E. Reeves, president of Cinerama, Inc., and the developer of

(*Continued on page 6*)

NARTB to 'Educate' Congress, Public on Its Toll TV Stand

From THE DAILY Bureau

WASHINGTON, June 26.—The National Association of Radio and Television Broadcasters has set up a special three-man committee to get across to Congress and to the American public its stand against pending subscription television proposals.

The action was taken by the NARTB's television board. At a meeting at Hot Springs, Va., the board approved a resolution reaffirming the Association's stand against any subscription television plan using channels now assigned for free television. The board also stated that "it is deemed especially important that the public and the U. S. Congress be fully informed and advised by the NARTB

(*Continued on page 4*)

Slate Balaban Sales Drive

President Barney Balaban of Paramount Pictures has consented for the first time in his 20-year tenure of office to the use of his name in the title of a company sales drive, it was announced by George Weltner, head of world-wide distribution for the company. The Barney Balaban Drive will begin on August 28 and will run 17 weeks, through December 24.



Barney Balaban

Heading the Barney Balaban Drive as co-captains are Paramount home office executives E. K. (Ted)

(*Continued on page 6*)

Trust Fines of $50,000

Four-Year Limitations Statute up to President

By J. A. OTTEN

WASHINGTON, June 26.—President Eisenhower is expected to sign into law shortly a bill setting a uniform four-year Federal statute of limitations on private treble damage anti-trust suits.

The Senate on Friday passed the bill exactly as it had passed the House, sending it to the White House for the President's signature.

The Senate also passed and sent to the White House a bill raising the maximum fine for Sherman Anti-Trust Act violations from $5,000 to $50,000. The President is also expected to sign this bill in the near future. The Administration supported both measures.

Also on the anti-trust front, a House Judiciary subcommittee this Wednesday will hold hearings on a bill to give courts authority to award

(*Continued on page 6*)

"TREMENDOUS AUDIENCE POTENTIAL!" —FILM DAILY



STANLEY KRAMER Presents
NOT AS A STRANGER
starring OLIVIA de HAVILLAND · ROBERT MITCHUM · FRANK SINATRA
GLORIA GRAHAME · BRODERICK CRAWFORD · CHARLES BICKFORD
thru UA

Personal Mention

MILTON R. RACKMIL, president of Universal Pictures, will return to New York from Hollywood today. ALFRED E. DAFF, executive vice-president, returned here on Friday.

•

J. H. STRAUSS, chairman of the board of Theatre Owners of Quebec and owner of the Empire Theatre in Montreal, has returned there from New York.

•

BARNEY TARANTUL and MORRIS KEPPNER, of the Burnside Theatre Corp., East Hartford, Conn., have returned to Hartford from Kiamesha Lake, N. Y.

•

HERBERT H. GREENBLATT, RKO Radio domestic sales manager, returned to New York over the weekend from Chicago.

•

ERNEST EMERLING, Loew's Theatres advertising-publicity head, and MRS. EMERLING, will leave here by plane on Wednesday for Rome and Athens.

•

JAMES VELDE, United Artists Western division manager, will leave here today for Chicago and Minneapolis.

•

JOHN P. BYRNE, M-G-M Eastern sales manager, has returned to New York from Philadelphia.

•

JAY EISENBERG, of the M-G-M legal department, will return to New York today from Houston.

•

BUSTER KEATON left here on Friday for London via B.O.A.C.

Murray Kaplan V-P Of Artists-Producers

A. W. Schwalberg, president of Artists-Producers Associates, Inc., has announced the election of Murray M. Kaplan as a vice president of the company.

Kaplan has had more than 20 years of experience in the motion picture and television fields. He started in the industry as a booker for Warner Bros., later joining International Pictures, after which he became manager of the contract department for Eagle Lion Pictures. In 1950 he joined Specialty Features as vice-president and retained this post until last week when he became associated with Artists-Producers Associates.

Lamb, RKO Seattle Mgr., Dies at 65

SEATTLE, June 26.—Edward A. Lamb, Seattle branch manager for RKO Radio, died here at the age of 65.

Lamb became a booker and salesman with Pathe in Seattle in 1924, and joined RKO when the two organizations merged. In 1929 he became manager of RKO's Portland exchange, and a year later was assigned to manage the Seattle exchange.

He is survived by his wife, Zella M., and a brother.

Editorial

(Continued from page 1)

work zealously and harmoniously for a really worthwhile endeavor, one which has no other aim than to provide substantial rewards for the motion picture and its people.

• •

For the Family

SPEAKING of new faces, and recalling the while that exhibition has been asking earnestly for more family type entertainment, this department has the feeling that Universal-International's "The Private War of Major Benson" is about as fine a start toward answering those pleas from theatre owners that any of them could hope for.

It is a picture with all the ingredients that could touch the lives of real, likeable people, young and old. It has drama and romance, happiness and heartbreak, humor, action and showmanship. It has new faces, new personalities, if you please (its tiny Tim Hovey well might be next year's "Jackie Coogan"), and one that will give an inward glow to any parent who has taken children of any age to see it.

•

It seems reasonable to ask what exhibitors—hungry, they say, for new personalities and wholesome, family entertainment—will do with and for this picture.

Certainly, many producers will be watching its merchandising by the theatres with interest. And, to a large extent, what they see can determine the future supply of this type of fine, good-humored entertainment by new faces, for the entire family.

Closed Circuit Data Book Now on Sale

Over 200 closed circuit telecasts, as well as the personnel of every active closed circuit production company, plus details of projection equipment, are listed in Leonard Spinrad's Closed Circuit Data Book for 1955, which has just been put on sale.

The publication is the first to provide full directory information on the growing closed circuit television field and includes rates, available cities for both black-and-white and color, labor unions, and descriptions of the various types of operations.

To Host 'Stranger'

Gloria Grahame, co-star of "Not As A Stranger," will be the hostess and Stanley Kramer, producer-director of the United Artists release, will be the host at the preview of the picture at the Capitol Theatre on Broadway tomorrow evening.

Martin, Shor Here For Company Meets

E. D. Martin, president of the Theatre Owners of America, and Rube Shor, president of Allied States Association, will arrive here today, along with other joint committee members, for conferences with distribution companies which begin tomorrow.

Says TV Has Taken Up Studio 'Slack'

The television film industry in Hollywood has taken up the "slack" in motion pictures, utilizing a large number of studios, writing and technical personnel, according to director Herman Hoffman, who recently completed "The Bar Sinister," in CinemaScope, for Metro-Goldwyn-Mayer.

"Top talent in all categories is working at the motion picture studios, but with a tightening up in feature film production, many 'B' people are finding work in TV," the former production assistant to Dore Schary stated.

Working on 'Gettysburg'

Hoffman, who is in New York prior to beginning production on "Gettysburg," a Civil War documtary, said that despite a tightening up in the production of films at studios, "our industry is not a scared one. We are not afraid to make controversial pictures such as 'Blackboard Jungle,' and the forthcoming 'The Tender Trap' and 'Tea and Sympathy.' Stories such as these could have never been made years ago because of the pressure groups."

Pidgeon Chairman of Coast Charity Group

HOLLYWOOD, June 26.—Walter Pidgeon was chosen to succeed Ralph Clare as chairman of the Permanent Charities Committee for the coming year, at a final-report luncheon held here at the weekend.

The report showed $1,078,864 collected during the present campaign, which will be distributed among seventeen charitable agencies.

White Talks to Publicists

HOLLYWOOD, June 26.—Advertising Code Administrator Gordon S. White, who testified last week before the Kefauver Senate subcommittee on juvenile delinquency, informally addressed the major studio publicity directors on a wide range of subjects at a meeting here Thursday, urging elimination of sex and violence in publicity copy.

Hastings Resigns

HOLLYWOOD, June 26.—Ross Hastings, general counsel and executive at RKO Radio Studios, will resign his studio post as of July 30, to open his own law offices for general practice. Hastings has been associated with RKO in various executive capacities since August, 1936.

News Roundup

New Franco Firm Here

Carlos A. Franco, advertising and broadcasting executive, has formed Carlos Franco Associates, Inc. Franco has resigned as general sales manager of Crosley Broadcasting Corp., which becomes one of the first clients of the new organization, which will serve companies in all media.

Memphis 'Ship' Plugs 'Sea'

A miniature aircraft carrier stationed in the heart of downtown Memphis was a highlight of the promotional campaign for the premiere of Republic Pictures' "The Eternal Sea," opening at the Plaza Theatre there. A guest at the premiere was Rear Admiral Switzer, commanding officer of nearby Millington Naval Base.

Outdoor Girl Contest in Tex.

Theatres in Dallas, Fort Worth, Houston and San Antonio are entering contestants in the "Typical Out-of-Door Girl" contest sponsored by Columbia Pictures and Interstate Theatres in the interest of "The Man from Laramie." The winner will receive a two-week, all-expenses-paid trip to New York.

'Patterns' Rolls in B'klyn

"Patterns," produced by Jed Harris and Michael Myerberg and starring Van Heflin, will go into production today at the Warner Brothers studio in Brooklyn. It will be the first full-length production to have been made at that studio since 1929.

NBC Bids $300,000 For 'Richard III'

The National Broadcasting Co. is reported to have offered Sir Alexander Korda $300,000 for the U. S. premiere rights to "Richard III," a spokesman for the network said at the weekend.

Negotiations are currently under way between the network and Morris Helprin, president of London Film Productions, Inc., representative for Korda in this country, whereby NBC-TV would televise the $2,000,000 production in color some time next January.

The NBC spokesman said that Helprin is seeking $500,000 for the rights. He said that the network acquisition of another Korda film, "The Constant Husband," which will have its first showing in this country on Oct. 9, cost $250,000.

Fabian Back at Desk

Simon H. Fabian, president of Stanley Warner, has returned to his desk after being discharged from Lenox Hill Hospital.

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Destined to be the most talked about Motion Picture of the Year!



JOSÉ FERRER · JUNE ALLYSON



THE Shrike

EVERY SHOCKING EMOTION OF THE GREAT PULITZER PRIZE PLAY!

with JOY PAGE · KENDALL CLARK · ISABEL BONNER

Universal International

Directed by JOSÉ FERRER · Screenplay by KETTI FRINGS · Based on the play by JOSEPH KRAMM · Produced by AARON ROSENBERG

People

Grant U. Meyers has been named vice-president and comptroller of Radiant Manufacturing Corp., Chicago manufacturer of projection screens. He formerly was manager of plant accounting of International Harvester Co.

¤

Walter Pidgeon will leave on Thursday for Venezuela in connection with stage appearances for the forthcoming M-G-M release, "Men of the Fighting Lady." The trip is being made under Loew's International's policy of building international good will by having the stars meet the public.

¤

Mr. and **Mrs. Russell Hayden**, of Quintet Productions, producer of the TV series "Judge Roy Bean" left here after conferring with Ed Berkson, vice-president of Screencraft Pictures regarding distribution.

¤

Michael A. Palma has been named secretary-treasurer of Transfilm, Inc., industrial and TV film producers. Palma replaces **Herbert Rabke**, who has resigned.

¤

Mrs. Lillian Parker, who has been associated with Jacksonville theatres for the last 39 years, was honored, upon her retirement, with a testimonial luncheon by Florida State Theatres.

Finds Better Role For Independents

Independent producers currently were said to have "a better chance than ever," with the major studios not making as many films as heretofore, according to Joseph Newman, producer-director.

Newman, here with Vic Orsatti, president of Sabre Productions, said that independents today have little or no problems of financing if they have a saleable property. Newman and Orsatti said they are enroute to London where they will begin to survey the location shooting for "Flight from Hong Kong," which will be their first production venture together.

Newman said they have an agreement with United Artists to deliver two a year, with an option for renewal yearly. Other properties possessed by the team, they stated, are "In the Depths of Space" and "Prelude to Murder," with an option on Henry Cloytin's novel "Sir Pagan." The two owned properties, like "Flight from Hong Kong," are originals written by Newman and Edward G. Oscallaghan.

Orsatti said their first venture would have been "This Island Earth," a screenplay which they developed for two years, but sold to Universal when they felt it might require too much capital to make as independents. Newman enthusiastically endorsed science-fiction for screen material, saying that it is the type of story which is new and appealing to the young.

Shooting on "Flight from Hong Kong" will start some time after September, Newman said.

Meanwhile, 'A Close Liaison'

Strauss, Quebec Assn. Official, Sees Early TOA Affiliation

By LESTER DINOFF

Although an affiliation with the Theatre Owners of America is "a possibility within the near future," J. H. Strauss, chairman of the board of the Theatre Owners Association of Quebec, stated here at the weekend that a "close liaison" and an exchange of information have been in effect during the past few months between the U. S. and Canadian exhibitor organizations.



J. H. Strauss

Strauss, who has been visiting New York to find out what American theatremen are doing to stimulate business, declared that "we, the Quebec TOA, have already discussed affiliation with TOA. We are not as yet part of the U. S. exhibitor group. Maybe in the not too distant future, we may well be part of it, but in the meantime, we are exchanging all information concerning each other just as though it were fact."

The Montreal exhibitor, owner of the 600-seat Empire Theatre there, said that among the information exchanged have been data on membership, organization and ideas on showmanship. Strauss said that the Quebec TOA, which had its first annual convention this past spring, consists of 80 members representing 120 theatres throughout the province of Quebec.

"The impact of television on independent and circuit theatres during the past six months in the province has caused business to drop some 30 to 40 per cent," Strauss said. He said that there are two television stations now operating, one English and one French, but a number of American stations can also be received on Quebec home TV sets.

Strauss said that theatre business in Quebec will be a lot poorer during the summer because of the hot weather. "Our best business periods run from September through December and from February through April," he said.

"Quebec TOA is devoting all of its energies towards boosting exhibition's business," Strauss said. "Our first aim is to have the obsolete provincial law which bars children under 16 years of age from motion picture theatres, modified," the Canadian showman said. "We maintain that since the advent of television, this law is unfair as it puts theatre owners at more of a disadvantage than ever," he said.

"Equitable deals with film exchanges are also part of our platform," the northern exhibitor stated. "To that end, Quebec TOA has established the TOA Service Co. Ltd. to buy and book film for members who feel that they need protection from the glib tongues of the super film salesmen," Strauss stated. The service company contracts for the entire lineup of films which a film company has to offer, he said.

Strauss said that he hopes to attend the annual convention of TOA in Los Angeles this fall. He praised Alfred Starr, chairman of the executive committee of TOA, for helping weld Quebec TOA into the solid organization "which we now are."

"As far as I am concerned, it is at present far more important for us to organize our Quebec association and all of our executives are working towards that end," he said.

New Post to Flick in N.Y. Education Dept.

ALBANY, June 26.—The appointment of Dr. Hugh M. Flick, director of the State Education Department's motion picture division since 1949, as executive assistant to the State Education Commissioner was announced on Friday. It was made by Dr. Lewis A. Wilson, education commissioner, with the concurrence of Dr. James E. Allen, Jr., deputy commissioner, who succeeds Wilson as commissioner on Sept. 1.

Dr. Flick will assume his new duties on July 1.

Sullivan Gives Award

Twentieth Century-Fox publicity manager Edward E. Sullivan, representing president Spyros P. Skouras and treasurer Donald A. Henderson who are in South Africa on business, spoke at the awards ceremony at the Washington Square Outdoor Art Exhibition at New York University on Friday. Sullivan presented a scholarship awarded by 20th Century-Fox to Stephen Lokos for study at the National Academy of Design. The award was given by the film company to stimulate greater interest in art.

10 Distributors in Coast Trust Case

SAN FRANCISCO, June 26.—Ten distributors were named in the anti-trust suit filed recently by Renee LaMarr, operating the Bal Theatre in San Leandro. Plaintiff charged that the defendant distributors favored United California Theatres in granting first runs for San Leandro. UCT and Fox West Coast Theatres also were named defendants.

Distributor defendants are Allied Artists, Warner Brothers, Loew's, Paramount, 20th Century-Fox, United Artists, Universal, Columbia and Republic.

The Bal is asking $750,000 treble damages stemming from the charge that it has to wait as long as 46 days after first run, whereas the normal clearance for a second-run theatre is 14 to 21 days.

Piazza Hospitalized

HOLLYWOOD, June 26. — Ben Piazza, who retired in 1949 as RKO studio department head after 40 years of industry activity in New York and here, was taken to Cedars of Lebanon Hospital following a heart attack on Friday.

NARTB

(Continued from page 1)

and its members concerning the facts and implications of pay television as now evidenced in the proposals and detail before the Commission."

Therefore, the board said, a special three-man committee will be appointed by the President to help prepare the NARTB's reply brief to the Federal Communications Commission and to undertake "appropriate means for the full disclosure of pertinent facts and information to Congress and the American public concerning pay television.

Will Study TV Code

The board also appointed a special committee to study compliance with the television code and to undertake a national study of viewer attitude toward television.

No Censor Bill Vote In Ohio Legislature

COLUMBUS, O., June 26. — Final victory in present Ohio legislature session for the industry's anti-censorship forces came Friday, the last day of the session, when the Senate defeated 18-14 a motion by Sen. Joseph W. Bartunek, Democratic minority leader, to bring House Bill 29 out of the education committee and on to the floor for a vote.

Bartunek said "tremendous pressures" were exerted by proponents to get the bill on the floor.

The Senate on Friday passed by a vote of 29-2 House Bill 712 to prohibit the showing to minors of obscene films and those which contribute to juvenile delinquency and promote crime. The bill also bans the sale of obscene comic books to minors. Penalties range from $100 to $5,000 fines and six months in jail.

House Loyalty Group In Hollywood Today

HOLLYWOOD, June 26. — The House Un-American Activities Committee, which opens hearings here Monday, will devote about a half day to Hollywood witnesses, according to committee investigator William Wheeler. An actress, a writer, cartoonist and labor organizer are expected to comprise the witness list.

13,000 'Call Jimmy'; PL 7-8570 Cut Off

Columbia Pictures' "Call Jimmy Stewart," a plan whereby a person calls a number and hears the actor, via a recording, plug his latest film, "The Man from Laramie," seems to have been—for the New York Telephone Co., at least—too successful.

PLaza 7-8570, the number assigned by the phone company to Columbia for the promotion, received on an average 13,000 calls a day, swamping the exchange, with the result that the promotion has been discontinued temporarily until the phone people can assign another set of digits. PLaza 7-8570, following a short and exciting existence, has been disconnected.

The promotion will start, officially, on July 1, under a new number, still to be chosen.

IT's GETTING BIGGER EVERY DAY!

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YOU WILL BE PLEASED TO KNOW THAT THEY ARE COMING FROM EVERYWHERE TO SEE IT CAME FROM BENEATH THE SEA. FIRST WEEK'S GROSS AT THE PARAMOUNT SAN FRANCISCO COMPARES WITH BIGGEST GROSSES IN YEARS. BELIEVE THIS IS NATURAL EXPLOITATION PACKAGE GEARED FOR SUMMER BUSINESS. FINE CAMPAIGN INCLUDING TV AND RADIO AND A SHOWMANSHIP FRONT STARTED BOXOFFICE CLICKING HERE! REGARDS.

JERRY ZIGMOND

Columbia's

IT CAME FROM BENEATH THE SEA

starring

KENNETH TOBEY · FAITH DOMERGUE with DONALD CURTIS

Screen Play by GEORGE WORTHING YATES and HAL SMITH • Technical Effects Created by RAY HARRYHAUSEN • Executive Producer-SAM KATZMAN
Produced by CHARLES H. SCHNEER • Directed by ROBERT GORDON • A COLUMBIA PICTURE

Cine-Miracle

(Continued from page 1)

the Cinerama system, said that "we are complimented and flattered by attempts to copy our system." There is plenty of room in the field for a good system, if they have one, he continued, adding that he did not view Cine-Miracle as a competitive system.

Reeves said that Cinerama technicians have seen the NT system, pointing out that the "This Is Cinerama" negative had been used for the demonstration and previous tests. He added that NT had used a film taken with Cinerama cameras, questioning the results if another type of camera had been used. He also questioned the prices quoted by NT; that is, a price tag of $2,000 or $3,000 for installation costs and $40,000 for the equipment.

Eugene Picker, vice-president of Loew's Theatres, when asked for comment, said he welcomed innovation.

Federal Approval Expected

Meanwhile, in Washington, chances were considered excellent that NT would get from the Justice Department a deal similar to that of Stanley Warner; that is, permission to produce films, with restrictions on the number of films and the distribution. NT at the demonstration last Thursday announced its intention to finance production of a Cine-Miracle feature within 18 months.

A Justice Department spokesman, when queried, said that conferences in general terms already have been held with NT representatives on the problem, but no specific requests have yet been received by the department. NT, like other divorced circuits, is barred under the consent decree from engaging in production-distribution without court consent, it was explained.

In New York, SW executives could not be reached for comment.

Rhoden, President of N.T., Is Due in New York Today

HOLLYWOOD, June 26. — National Theatres president Elmer C. Rhoden, who on Thursday wrote a new chapter in industry technology by revealing the first projection system introduced by the exhibition branch, will arrive in New York tomorrow following a stopover in Kansas City.

Sliding Scale Urged

(Continued from page 1)

mula provided that all such pictures be sold on a sliding scale will allow a reasonable profit to the exhibitor; that there be a ceiling based on run, with the first-run ceiling fixed at 50 per cent; second-run, 35 per cent, and all other runs 25 per cent.

If based on the above scale, another provision in the formula stated, any theatre whose average price of top pictures is $200 or less would buy all pictures on a flat rental basis.

Wilbur Snaper stepped down as president of New Jersey Allied after a five-year tenure. Elected as the new president was Sidney Stern, president of Columbia Theatres, a former New Jersey Allied vice-president.

Other officers elected were: Louis Gold, vice-president; John Harwan, vice-president; William Basil, secretary; A. Louis Martin, treasurer; Harry Sheer, sergeant at arms; and Irving Dollinger, chairman of the board and the unit's representative to Allied States.

Directors elected were as follows: Henry Brown, Maurice Spewak, Howard Herman, John Fioravanti, Herb Lubin, Harwin, Jack Unger, William Infold and Richard Turtletaub.

The new sales formula was in a resolution passed by the convention. The resolution, addressing its proposal to the Emergency Defense Committee of Allied States, pointed up the "lack of profits" situation of many theatres grossing more than $1,000 per week as well as those theatres grossing less per week. While the resolution commended the EDC for its efforts on behalf of theatres grossing less than $1,000 per week, it said remedial measures should be taken for the larger theatres, too.

Continued the resolution: "Should the EDC . . . fail in its efforts to obtain such a sales policy, we then recommend to it, that they examine closely the sales policy of each company and of each picture as it is released and advise all Allied members in the country whether it is their considered judgment that these policies should be accepted or pictures should be played because a reasonable profit can be made, or should not be accepted or played because no profit will be left to the exhibitor."

The meeting, which was said to have been attended by some 240 exhibitors from other nearby states as well as by New Jersey theatremen, also passed a resolution endorsing the Audience Awards campaign, sponsored by the Council of Motion Picture Organizations. A resolution of commendation also was passed praising outgoing president Wilbur Snaper and Irving Dollinger for their work as EDC members.

The EDC, to which the sales price formula was recommended, will meet shortly, probably soon after this week's series of conferences with individual film companies, it was stated.

Reviews

"Wichita"

(Allied Artists)
(CinemaScope)

Hollywood, June 26

THE fabulous character of Wyatt Earp, whose exploits as a law enforcement officer have become legend in the development of the West, is paid a fine tribute in this colorful, CinemaScope production, in color by Technicolor.

Joel McCrea delivers one of his best screen portrayals as the famous marshal, with director Jacque Tourneur designing the action that turns this into an important money maker.

A good group of supporting talent has been assembled to attract all members of the family. The familiar faces of Lloyd Bridges, Wallace Ford and Edgar Buchanan, coupled with the fast rising names of Vera Miles, John Smith, Keith Larsen and Peter Graves, get juicy results out of the characters drawn by Daniel B. Ullman's story and screenplay, under the smart direction of Tourneur. Walter Mirisch can be proud of the production values contributed by his associate producer, Richard Heermance.

The story centers on the development of Wichita as a cattle trading center in 1874. When McCrea, as Earp, arrives to try his hand at some private enterprise, he finds himself in an anything-goes-in-Wichita environment. The underhand tactics of some lawless cowhands, who have no use for McCrea, some unnecessary killings, and his foiling of a bank holdup prompt him to accept the mayor's offer of marshaling law and order. His strict edict against the carrying of firearms upsets the town leaders on the possible effect on business from visiting cattle hands.

Saloon owner Buchanan plots to have McCrea killed by the disgruntled leaders of a cattle gang who are seeking revenge for being jailed and tossed out of town after a night of brawling. The plot backfires when McCrea and his two brothers, whom he enlisted as deputies, have a showdown killing of the badmen. Walter Coy, whose daughter, Miss Miles, marries McCrea, shoots the sneaky Buchanan to avenge the killing of his wife, Mae Clarke. Running time, 81 minutes. General classification. Release, in July.

SAMUEL D. BERNS

"Francis in the Navy"

(Universal)

TO those who see this issue of the "Francis" sagas for the first time, the picture may appear to be on the silly side. The followers of the talking mule yarns, however, should enjoy the latest chapter in the animal's career. As in the past, "Francis in the Navy" was directed by Arthur Lubin who once remarked that he was the only director in Hollywood who works with a jackass. Universal and exhibitors have found the "Francis" series to be money-makers and this one should be no exception. The newest entry has a thicker plot, more beautiful girls and more romance.

O'Connor, still portraying Lt. Peter Stirling, U.S. Army, learns that his jackass friend and helping hand is in the Navy for a joint operation. It so happens that O'Connor plays a double role in this picture, one being the shy Army officer, and the other a hard-boiled, fast talking, slick sailor who has all of the local girls in a tizzy. The situation laughs begin when Lt. Stirling is mistaken for his Navy look-a-like, and as in the past, O'Connor once again lands in a hospital psycho ward. O'Connor, the sailor, has disappeared, while O'Connor, the army officer, is being mistaken by one and all, except Francis, as a sailor. Francis helps O'Connor out of his predicament, as usual, after the foil becomes involved in a boxing bout with the Navy champion, the Shore Patrol, and an amphibious joint operation which is impressive and gives a good climax to the picture.

Others in the cast capably supporting the two stars, O'Connor and Francis, are Martha Hyer, Richard Erdman, Jim Backus, Myrna Hansen, Leigh Snowden and Paul Burke. This film was produced by Stanley Rubin from a story and screenplay by Devery Freeman.

Running time, 80 minutes. General audience classification. For release in August.

LESTER DINOFF

'Trust' Law

(Continued from page 1)

less than treble damages in private anti-trust suits. Witnesses not reached on Wednesday will be heard on Wednesday or Thursday of the following week. Adolph Schimel is scheduled to testify for the Motion Picture Association in favor of the bill and Abram F. Myers will represent Allied States Association in opposition to the idea.

Differ on Time Element

Both exhibitors and distributors had supported the idea of a uniform Federal statute of limitations on private anti-trust suits, but had differed on how long it should be. Exhibitors had suggested four to six years, while distributors had suggested a two or three-year limit. At present, the time limit on bringing private anti-trust suits is governed by state law and ranges from one to 20 years, averaging about 4.85 years.

Under the bill sent to the White House Friday, the four-year Federal time limit would go into effect six months after the President signs it into law. The new time limit would not affect any suits already in the courts when the bill becomes law, nor would it act to revive claims on which the state statute had already run when the bill becomes law. For example, a suit in court now in a state with an eight-year limit would not be thrown out by the new Federal limit, nor could a suit now be brought in a state with a two-year limit for an injury that took place three years ago.

Some Provisions Retained

The bill continues the provisions of present law tolling the statute of limitations for private suits during the pendency of a government anti-trust suit, but declares that if the four-year time limit runs out while the Government suit pends, the private suit must be brought within a year of the time the government case is concluded.

The Justice Department, in urging a uniform statute of limitations, said that the present situation encourages "forum shopping" for the state with a suitable time limit.

Balaban

(Continued from page 1)

O'Shea, Hugh Owen and Jerry Pickman.

In announcing the drive, Weltner declared: "During the 20 years since he assumed the presidency of our company, Balaban has led us each year to greater and greater heights, until today Paramount proudly stands at the summit of our industry as the acknowleged leader. I know that exhibitors and theatre owners in every part of the country will join with every Paramount employee in this opportunity to express to Balaban the respect, admiration and affection which the entire motion picture industry feels for him and for Paramount."

Attractions which will be in release during the initial period of the Barney Balaban Drive will include: "The Seven Little Foys," "We're No Angels," "You're Never Too Young," "To Catch a Thief," "The Girl Rush," "Ulysses," "Lucy Gallant," and "The Trouble With Harry."

Degree to Priest

Daniel J. Priest, physical director of the 20th Century-Fox home office gymnasium, has received the degree of Doctor of Chiropractic from the Atlantic States Chiropractic Institute.

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Screenplay by CHARLES LANG
Co-Producer CARROLL CASE
Released by 20th Century-Fox
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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 125 NEW YORK, U.S.A., TUESDAY, JUNE 28, 1955 TEN CENTS

Urges Flexibility

Hyman Rejects 'Rigid' Twin Bill Policies

Points to Successful Singles in Dual Areas

By MURRAY HOROWITZ

Any "rigid" double-feature policy for theatres was rejected here yesterday as another characteristic of a "gone-by" era, marked by fixed programming policies, by Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres.



Edward Hyman

Hyman, in support of his program of "utter flexibility" in theatre operation today, cited the successful experience of ABPT affiliate theatres which, under certain conditions, pursue a single feature policy in a regular double-feature territory.

The ABPT vice-president was quick to point out that he does not advocate

(*Continued on page 7*)

Trade Talks Resume Today

Another round of distribution-exhibition conferences will begin this morning with the scheduled meeting between the joint Allied States-Theatre Owners of America Committee and Universal.

The committee, led by TOA president E. D. Martin and Allied president Rube Shor, is scheduled to confer with Universal president Milton Rackmil, vice-president and general sales manager Charles J. Feldman and assistant general sales manager, Ray Moon.

The committee then, according to

(*Continued on page 7*)

'Disneyland' Item Demonstrated

Circarama, Screen-in-the-Round, Wraps Up Audience

By WILLIAM R. WEAVER

HOLLYWOOD, June 27. — Screen-widening that started with Cinerama, continued through CinemaScope, VistaVision and other expansions, culminating last week in National Theatres' Cine-Miracle process, producing a 145 degree image on a curved screen, attains the "finalistic maximum" in Circarama, demonstrated this morning at the Walt Disney studio.

In Circarama, the spectator stands inside a round enclosure completely encircled by the screen and looks at a picture entirely surrounding him.

Although not intended for theatre use, at this time, Circarama, which will be among the free attractions at Disneyland, clearly could be employed theatrically for Cinerama-type productions in appropriately - constructed housings.

The Circarama setup demonstrated today, and to be installed immediately at Disneyland as part of the American

(*Continued on page 7*)

Schlesinger Unit Has Half Interest In Rank's Odeon Co.

By WILLIAM PAY

LONDON, June 27. — Chief factor behind J. Arthur Rank's dramatic announcement on the future control of the Odeon Group was undoubtedly his fervent desire to ensure that the Group remained in British hands even after his death, the trade here believes.

Rank's statement began with a reference to recent press reports of 20th Century-Fox's bid to acquire a controlling interest in African Theatres Ltd. A spokesman for the Rank Organization, in fact, confirmed that although the 20th Century-Fox-Schlesinger negotiations were not the

(*Continued on page 6*)

Kefauver May Have More Film Hearings

From THE DAILY Bureau

WASHINGTON, June 27. — The Kefauver committee studying juvenile delinquency may decide to have further hearings on the impact of motion pictures, according to committee counsel James H. Bobo.

Bobo said the staff "still has a lot

(*Continued on page 6*)

Treas. Opposes Tax Respite on Pensions

From THE DAILY Bureau

WASHINGTON, June 27. — The Treasury Department said it opposes any action this year to give tax deferment to money put in voluntary pension plans.

Secretary Humphrey told the House Ways and Means Committee that the

(*Continued on page 6*)

Ted Long to Head USIA TV Post

From THE DAILY Bureau

WASHINGTON, June 27.—Frederick A. (Ted) Long, veteran broadcasting and advertising executive, has been appointed head of the overseas television activities of the U.S. Information Agency.

U.S.I.A. director Theodore C. Streibert said Long's appointment was the first step in a planned expansion during the coming year of U.S.I.A. television service to overseas stations

(*Continued on page 7*)

Dr. Bowen Returning As New York Censor

Special to THE DAILY

ALBANY, June 27.—Dr. Ward C. Bowen, chief of the Bureau of Audio and Visual Aids, New York State Education Department, has been designated by Commissioner Lewis A. Wilson as acting director of the Motion Picture Division, in charge of film censorship in New York.

The appointment is effective July 1. Dr. Bowen will replace Dr. Hugh M.

(*Continued on page 6*)

Laud Wile, Clagett

Urge Code as Guide in Ohio Film Buying

Defeat of Censor Bill Brings ITOO Counsel

From THE DAILY Bureau

COLUMBUS, O., June 27.—Ohio exhibitors are urged by directors of the Independent Theatre Owners of Ohio to "place their reliance on the seal" of the industry's Production Code when booking pictures now that there no longer is any official censorship in the state after the legislature adjourned last Friday without enacting the new censorship bill.

A statement issued by the ITOO directors said that now it is up to the exhibitors of the state "to be sole judges of what is suitable screen entertainment for the people who attend motion picture theatres."

"We feel that we are capable and competent to do this job," the statement continued. "We strongly recommend that our fellow theatre owners place their reliance on the seal of the Motion Picture Production Code. Inevitably there will be some pictures available which do not bear this seal. We urge that you screen these carefully and that you play nothing that would subject you or the motion pic-

(*Continued on page 6*)

PCA Praised By Kramer

From THE DAILY Bureau

HOLLYWOOD, June 27. — Producer Stanley Kramer, back from a European tour in preparation for his producing of "Pride and Prejudice" in Spain as his next for United Artists, today told the press here that the Production Code Administration is a far better instrumentality for regulating picture content than that enjoyed by any other film industry in the world. Although PCA has certain faults in operation, as any constitution must

(*Continued on page 7*)

STANLEY KRAMER Presents
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Personal Mention

JOSEPH A. McCONVILLE, president of Columbia Pictures International Corp., and MRS. McCONVILLE will return to New York today aboard the "Queen Elizabeth."

•

JULES LAPIDUS, Warner Brothers Eastern and Canadian division sales manager, is in Washington from New York.

•

NAT LIEBESKIND will leave here July 16 aboard the "Liberte" for a three-month business trip to France, Spain, Italy and England.

•

HARRY BRANDT, president of Brandt Theatres, will return here from Europe with MRS. BRANDT today on the "Queen Elizabeth."

•

ROY M. BREWER, Allied Artists supervisor of exchanges, will return to New York tomorrow from Hollywood.

•

VIC ORSATTI, president of Sabre Productions, and JOSEPH NEWMAN, producer-director, will leave New York today for London.

•

LAWRENCE A. LIPSKIN, assistant to the president of Columbia Pictures International Corp., has returned to New York from Italy.

•

IRVING SOCHIN, Universal Pictures short subjects sales manager, will leave here today for Buffalo, Rochester and Syracuse.

•

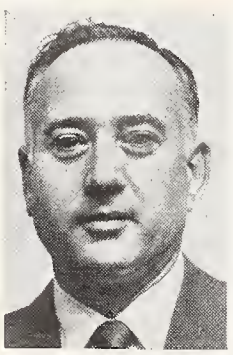
WALTER MIRISCH, Allied Artists executive producer, is in New York from the Coast.

•

LESLIE CARON arrived in New York yesterday from Europe aboard the "Liberte."

Bernard Lewis Adv. Chief of Times Film

The appointment of Bernard Lewis as director of advertising, publicity and exploitation of Times Film Corp., national distributor of imported motion pictures, was announced yesterday by Jean Goldwurm, president.



Bernard Lewis

Until his new appointment, he served Italian Films Export and I.F.E. Releasing Corp. first as publicity director and then as exploitation-promotion manager, for a period of three years, under Jonas Rosenfield, Jr., vice-president of advertising, publicity and exploitation.

Before that he served in publicity and exploitation capacities with Paramount Pictures and 20th Century-Fox.

Lewis' first project will be the national launching of the Times Film release, "Naked Amazon."

STARR, MACNAMARA SPAR OVER NBC'S BUY OF 'RICHARD III'

Special to THE DAILY

NASHVILLE, June 27.—Subscription television has nothing whatever to sell that is not now being given away or soon will be for free, Alfred Starr, co-chairman of the Committee Against Pay-As-You-See TV, declared in a letter to Paul MacNamara of International Telemeter Corp., the contents of which were released here yesterday.

Last week, MacNamara, in a wire to Starr, requested the latter's reaction to an announcement that NBC was paying $500,000 for the motion picture "Richard III" which is to be shown via free-TV before theatrical release.

"It occurred to me that if TV was occasionally going to present motion pictures for free prior to theatrical release, it might put you in an embarrassing position in as much as you have been opposing pay-as-you-see TV. If this practice of showing first-run pictures on a free basis before theatrical presentation were to continue even on an occasional basis, isn't it possible that you will be going out in favor of pay-as-you-see TV?" MacNamara asked Starr in the wire.

Starr Not 'Embarrassed'

Starr, in his reply, reassured MacNamara that no program whatever that might be presented on free television, whether or not such a program is a first run motion picture, "can embarrass me in any way or confuse the real issue with regard to subscription television."

"On the contrary," he continued, "one of the most compelling arguments against licensing pay-as-you-see television is that you (Telemeter) and Zenith and Skiatron have nothing whatever to sell that is not now being given away or soon will be.

"The motion picture you referred to in your telegram is only one of the many important and expensive new programs announced for the coming Fall season. Television has hardly come of age in its eight short years of existence, and there is absolutely no doubt that its programming will continue to improve rapidly in the years to come.

"It is obvious that the set-owner is not going to pay to see his first run movies on a small flickering TV tube when he can pay the same price and see his motion picture in all the clarity and width and color definition of VistaVision or CinemaScope or Todd-AO.

"With a huge stake of forty million dollars a day constantly tantalizing you, you might possibly persuade the existing producers and distributors of motion pictures (a tight monopoly if there ever was one) to stop making pictures for the motion picture theatres and make them exclusively for pay-to-see TV. Knowing these producers as I do, I would guess that they would make such a switch at the exact moment that it might become profitable for them to do so."

Sees Competition Difficult

Starr summed up his reply by saying that "pay-to-see TV has no chance of financial success in competition with free TV unless it can first gobble up the popular programs. First-run motion pictures on toll-television cannot compete with first run films in theatres unless you can find the means of degrading the quality and minimizing the quantity of first-run motion pictures available for theatres. Once you patent holders get a foot in the door of the American home, you will move heaven and earth to bring about just those conditions."

Expect Headliners At 'Foy' Premiere

A gathering of notables will attend the Broadway premiere of Bob Hope's "The Seven Little Foys" to be held for the benefit of United Cerebral Palsy at the Criterion Theatre tomorrow evening.

The audience will include such celebrities as Milton Berle, John Daly, Denise Darcel, Jane Froman, Rita Gam, Warren Hull, Dennis James, Eartha Kitt, Terry Moore, Bess Myerson, John Ringling North, Johnnie Ray, Thelma Ritter, Maria Riva, Hazel Scott and Margaret Truman.

Bob Hope will attend the opening along with the seven youngsters who portray the Foy children in this VistaVision screen musical based on the fabulous career of Eddie Foy, Sr., and his sons and daughters who became part of his vaudeville act. Also on hand for the first time at a Broadway motion picture premiere will be Mrs. Hope and the four Hope children—Linda, Tony, Nora and Kelly.

Premiere committee chairman General James H. Doolittle will be present along with his committee coworker General Lucius Clay.

Plans for 'Queen' Junket to Maine

A group of 20th Century-Fox executives will fly to Portland, Me., from New York today to make arrangements for a citywide celebration and press junket to that city for the world premiere of "The Virgin Queen" in CinemaScope.

The event is tentatively scheduled for the latter part of July. Portland requested the premiere because Bette Davis, who stars as the queen in the Charles Brackett production, is one of the city's leading citizens.

Film company executives going to Portland are publicity manager Edward E. Sullivan, exploitation manager Rodney Bush, associate publicity manager Meyer Hutner, special events director Leo Pillot, metropolitan newspaper contact Ira Tulipan and TV and radio director Martin Michel.

Peekskill Drive-in Deal

A long term lease for the 1,000-car Hollowbrook Drive-in Theatre, located in Peekskill, N. Y., has been completed by Berk & Krumgold. Lessor is Hollowbrook Drive-in Corp.

News Roundup

Drive-in Dynamited

The Federal Bureau of Investigation is investigating the dynamiting of the new Tri-Vale Drive-In Theatre in Coshocton, O., which was severely damaged by dynamite last week, owner Frank Gilfilen said. The former operator of the Skyway Drive-in said that one side of the screen tower, a section of the projection booth and the entire concession building were destroyed.

■

Theatre to Re-Open

The 400-seat Paramount Theatre in Akron, closed since it suffered damage by fire in July, 1953, will re-open this weekend under the operation of Ottmer J. Dangle, who leased the house from Mrs. Frank Reinecke.

■

Columbia Sales Drive Ends

The sales accounting department of Columbia Pictures is compiling the results of the company's five-month sales salute billing drive which ended last week under the direction of general sales manager A. Montague. It is expected that the results will be announced within 10 days to two weeks.

■

New Title for UA Film

"Let's Make Up" will be the title of the Eastman color musical formerly called "Lilacs in the Spring," which was produced and directed by Herbert Wilcox for United Artists release, it is announced.

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Says Toll TV Kidnaps Stars

Special to THE DAILY

GULFPORT, Miss., June 27.—"Subscription television intends to knock off free programs and substitute programs that you, I and everyone else will have to pay for," Alfred Starr, co-chairman of Organization for Free Television, declared in an address before the Mississippi Theatre Owners Association here.

"Like the pirates of old, like gangsters of the prohibition era, 'Phonevision,' 'Subscribervision' and Paramount Pictures' 'Telemeter' intend to kidnap top shows, such as Jackie Gleason, and hold them for ransom," Starr stated.

Sees Purses Rifled

"What is worse," he continued, "they are serving advance notice on the long-suffering American public that pay-TV's electronic hands are reaching out to rifle the pocket and purse of Mr. and Mrs. Set-Owner to collect that ransom. Their positions have been stated in petitions now before the Federal Communications Commission," he said.

Starr estimated the "ransom" would amount to millions of dollars weekly for Gleason, "I Love Lucy," Arthur Godfrey, "Dragnet," Ed Sullivan and other programs which, he said, must be captured by pay-TV to insure its financial success. He termed promises that the proposed coin-box network would limit itself to opera, ballet, cultural programs and "lessons in trigonometry" as nothing more than "window dressing."

In discussing the role to be played by motion pictures in the proposed new telecasting set-up, Starr told his listeners that "word of mouth," so necessary for box-office triumphs, would not exist under pay-TV and that audiences would be required to pay for pictures sight unseen. He predicted a consequent serious risk of incurring nationwide ill will when poor pictures follow "outlandish publicity and exploitation campaigns aimed only at separating the American viewer from his hard-earned cash."

Says Progress May Halt

The Mississippi exhibitors also were reminded that the latest large screen improved-color-and-sound techniques have been developed solely for theatres and that they have no application to home television in any form. "There is a definite danger, however," Starr warned, "that all progress in this direction may be halted if Hollywood producers decide to concentrate on making pictures for home TV screens, bypass your theatres and thus deprive exhibition of its only stock in trade."

IATSE 7th District Meeting in Tenn.

CHATTANOOGA, Tenn., June 28.—The 7th district of the International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators is meeting here at the Hotel Patten today and tomorrow in its 26th annual session with Richard F. Walsh, international president, as the principal speaker. Locals 140 and 259 are hosts to the 200 delegates from Tennessee, Alabama, Georgia, Mississippi, Louisiana, North Carolina, South Carolina and Florida. J. Burson Lowery is serving as chairman on arrangements.

Herald Tribune Questionnaire

Survey Shows 76% Opposed To Toll TV; 24% in Favor

A questionnaire on the subject of subscription television, which was printed in the June 12 issue of the New York "Herald Tribune TV & Radio Magazine," brought 1,650 replies, of which 76 per cent were opposed to the medium and 24 per cent were in favor. This was revealed on Sunday by the "Herald Tribune" which pointed out that most of the 24 per cent attached qualifications to their willingness to pay for programs and "by far the most recurring of these was the demand that commercial announcements would have to be abolished."

As to how much money people were willing to pay per week to see television, there was a wide divergence. Although the average was $2.46, the figures ranged from 25 cents to a high of $35. Some of the opponents to the proposed medium, however, modified their statements to the effect that they might be willing to pay and suggested fees from 25 cents to $5 a week. The questionnaire covered the New York and New Haven television stations.

Sympathy for Shut-ins

The "Herald Tribune" reported that the viewers showed "considerable emotion" through letters attached to the printed cards. There was particular antagonism over the possibilities that shut-ins would be deprived of programs.

Explaining further the results of the survey, the "Herald Tribune" said: "The first question asked how many hours a week the family television set is in use. The average proved to be twenty-seven hours with normal extremes running from ten hours to ninety-two hours. There were, however, exceptional extremes of one-half hour to well over 100 hours.

"The second asked about willingness to pay for special TV broadcasts. This produced the ratio of 76 per cent opposed and 24 per cent giving qualified approval.

"The third asked how much a viewer thought he might budget a week for such shows. Here was the average of $2.35 for those answering the second question affirmatively.

"The fourth asked about willingness to pay for specially selected children's programs. It appeared that having settled the principle of the issue by their replies to the second question, the viewers did not want to go into refinements because while 9 per cent responded in the affirmative, 91 per cent were negative or simply gave no answer.

"The fifth asked what types of shows viewers might be willing to pay to see. A total of 70 per cent refused to specify, but the following categories were mentioned by the following percentages of viewers: sports, 15; theatre, 28; opera, 15; first-run films, 25. Sixty-four per cent of questionnaires did not specify any of these categories.

"The sixth asked what would be a fair fee for one of these shows. Among those who had expressed in question No. 2 a willingness to pay, the following amounts were stipulated by the following percentages of viewers: up to 25 cents, 31; 50 cents, 32; 75 cents, 12; $1, 21; and $2 or more, 4.

Few for Higher Rates

"Some who replied in the negative to question No. 2 nevertheless submitted amounts for question No. 6 and these were stipulated by the following percentage of viewers: up to 25 cents, 70; 50 cents, 21; 75 cents, 4; $1, 3, and $2 or more, 2 per cent.

"The seventh asked if viewers would prefer a combination of TV as it is now and as it would be under subscription. The result, in a finding that does not appear to dovetail perfectly with the answer to the second question, showed 27 per cent replying affirmative and 73 per cent negative or not giving an answer.

"The eighth question asked whether viewers would be willing to pay for "current attractions without commercials." Eleven per cent of responders said yes and 89 per cent said no or gave no answer."

Exhibitor Leaders at 'Stranger' Premiere

More than 100 circuit heads and independent exhibitors will attend tonight's preview of Stanley Kramer's "Not As a Stranger" at the Capitol Theatre here.

The contingent of industry exhibition leaders who will attend will be headed by Si Fabian, president of Stanley-Warner; Harry Brandt, president of Brandt Theatres; Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres; Walter Reade, Jr., president of Walter Reade Theatres; Samuel Rinzler, president of Randforce Theatres; Sol A. Schwartz, president of RKO Theatres; Spyros Skouras, Jr., president of Skouras Theatres, and Wilbur Snaper of David Snaper Theatres.

Among the entertainment industry luminaries who will attend tonight's opening of the Kramer production is Gloria Grahame, who co-stars in the United Artists release. Other notables will be Eddie Fisher, Terry Moore, Edward R. Murrow and Rossano Brazzi. Continuous performances of "Not As A Stranger" will begin tomorrow morning.

Coyne to Address New Eng. Exhibitors

BOSTON, June 27.—Robert W. Coyne, general counsel for Council of Motion Picture Organizations, is to address a group of New England exhibitors at the Hotel Bradford on Thursday to explain the exhibitors' part in the Audience Awards plan. This kickoff meeting to arouse enthusiasm among exhibitors and to explain the workings of the plan was arranged by a committee, headed by Paul Levi of American Theatres Corp. Others on the committee are Arthur Lockwood, Charles Kurtzman, Jack Saef, Edward Lider, Frank Lydon and Harry Feinstein, the latter of New Haven.

Rank May Rejoin

CEA Foresees Demise of U.K. Quota in 1958

By PETER BURNUP

LLANDUDNO, Wales, June 25 (By Air Mail).—The feeling at the Cinematograph Exhibitors Association's annual convention here this week was that when Britain's present film Quota Act expires in 1958 it will not be renewed.

Contributing strongly to this belief are the daily increasing evidences, many of them pinpointed at the convention here, that the Government can't have both Quota and the Eady Levy. If it is set on the sustenance of British production, and all are agreed on the necessity thereof, it must drop one or the other of its expedients, for they are mutually self-contradictory devices.

Report from Massicks

This was illustrated in the report to the convention of Thomas Massicks, general manager of the powerful Essoldo Circuit, who showed that while Eady exacts a heavy contribution to sustain British production, it is unable to book British films in its first-run situations. Its Eady payments, Massicks said, amount to £250,000 ($700,000) annually.

He said that currently the only answer to independent exhibitors' complaints in the matter of Eady, is a revival of the Renter's Quota. That would relieve the product shortage, he contended, by compelling American distributors to have British pictures on offer.

The last Renter's Quota was dropped as part of the bargain negotiated by the American industry following the lamentable Dalton ad valorem duties which brought about a boycott of this market by the American companies.

Another impression left by the convention is that the breach between C.E.A. and the J. Arthur Rank theatres soon will be healed with the latter returning to membership in C.E.A. The confidence and high hopes of all in Ellis Pinkney, new C.E.A. general secretary, are known to be shared by the top brass of the Rank Organization, some of whom were in evidence here.

Move for New Constitution

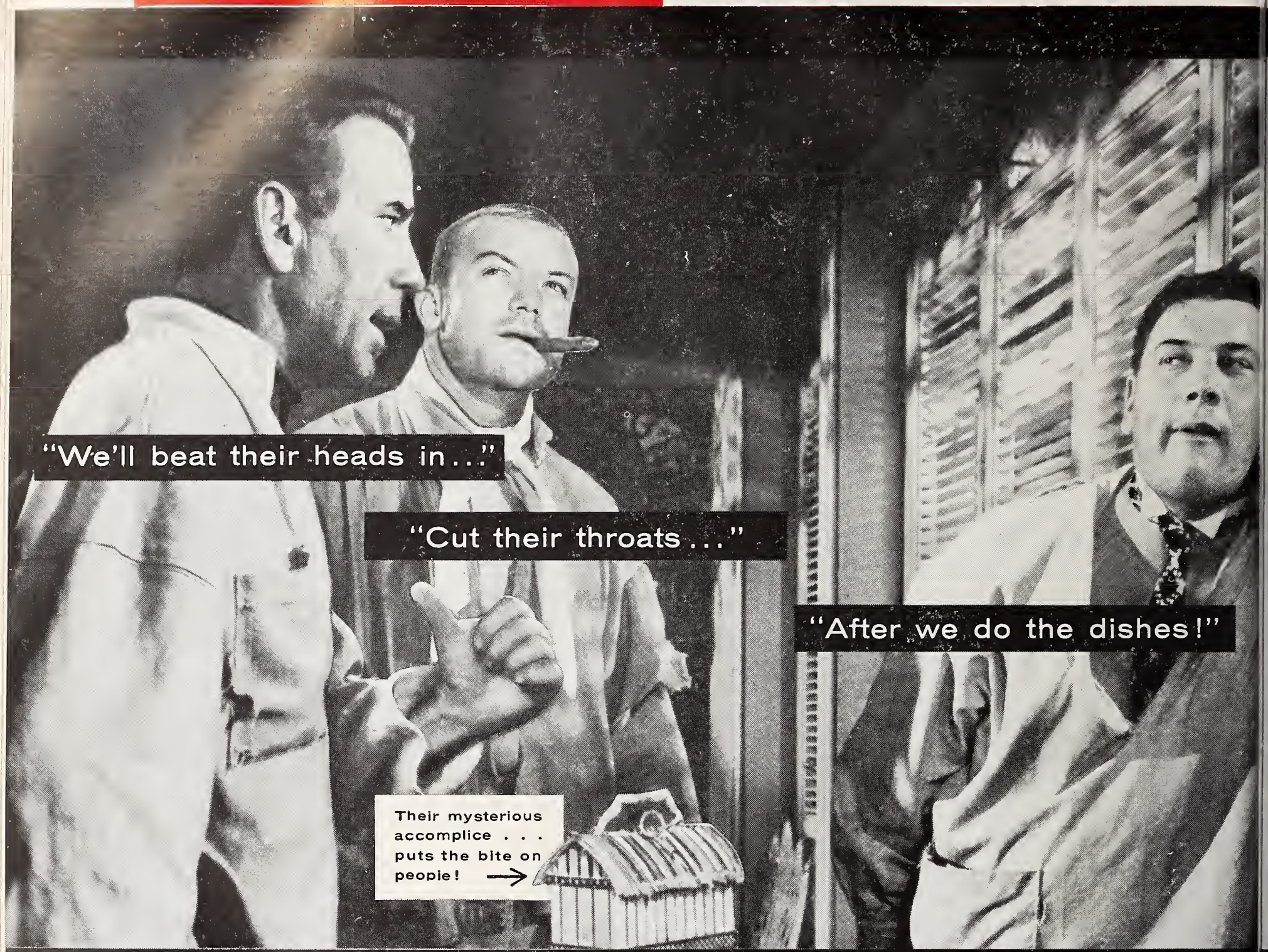
The general council adopted a motion here that a committee be appointed to prepare an entirely new form of C.E.A. constitution. As a result, many predict that there will be a new kind of C.E.A. with international affiliations before long.

Some elder statesmen here even foresee an over-riding organization which will embrace in some form or other not only exhibitors but producers and distributors too.

'Pearl' in London

"Pearl of the South Pacific," which will have its world premiere tonight at the Fox Theatre in St. Louis, will open abroad on July 25 over the Gaumont circuit in London, it was announced yesterday by Walter Branson, RKO's world-wide sales manager.

3 Three-Time Losers ...SET TO MAKE A BLOCKBUST



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Produced by PAT DUGGAN · Directed by MICHAEL CURTIZ

Screenplay by RANALD MacDOUGALL · Based on a play by Albert Husson

Schlesinger

(Continued from page 1)

only reason for this move, the proposed South African deal certainly hastened public announcement of the Rank plans.

As already reported, African Theatres Ltd. has a 50 per cent interest in Odeon Cinema Holdings, the controlling company of the Group. On the other hand, the Rank Group has a 25 per cent interest in African Consolidated Theatres. This Rank move obviously thwarts any foreign bid to gain power within the Odeon Group.

Another reason behind the move is believed to be the desire to escape death duties. The shares that gave Mr. and Mrs. Rank a controlling interest in the Odeon Group have been handed over to a charitable trust. This means that if Mr. and Mrs. Rank both live more than a year after the gift then the trust's money is free of death duty. The trust's money is also free from income tax and surtax.

Unofficial reports suggest that Mr. and Mrs. Rank's gift involves more than £2,000,000 ($5,600,000).

Last year Odeon Theatres Ltd. registered a comeback by declaring a dividend of 15 per cent, the first since 1949, and a profit of £7,704,000. Odeon and Gaumont-British stocks have risen steadily since last year and this new move sparked off a further increase. Odeon ordinaries have risen five shillings in the past four weeks and are now at 29s.4d. compared to 21s.0d. earlier in the year. Gaumont-British now stand at 1s.6d. as against 11s.9d. last January.

The rises are a reflection of the City of London money market's satisfaction in the retention of the Group's control in British hands.

Kefauver

(Continued from page 1)

of research to do on the whole subject." If further hearings are decided on, he added, the committee will probably want to hear from some spokesmen for independent film producers.

The Kefauver group is actually a subcommittee of the Senate Judiciary Committee. Kefauver announced over the week-end that he will shortly request an extra six months for the group to complete its investigation.

The subcommittee goes out of existence July 31 under present Senate action. Kefauver said the subcommittee "hasn't got a chance in the world of completing" its work by then, and that he would ask the Senate shortly to continue the subcommittee until Jan. 31, 1956, with an additional $29,000 to finance its work.

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Television--Radio

with Pinky Herman

BING CROSBY, Noel Coward, Mary Martin and many other luminaries of Broadway and Hollywood will star in a new CBSeries of 10 TVehicles titled, "Ford Star Jubilee," which will be seen Saturday, Sept. 24, from 9:30 to 11:00 P.M. and every fourth week thereafter. Bing will star in two of the series; Coward will co-star with Mary Martin and will direct his "Blithe Spirit," while Paul Gregory will produce. . . . Max Liebman may produce a 90-minute NBC-TV Spectacular based on Niven Busch's tome, "The Actor," published by Simon & Schuster. Negotiations between Liebman and Busch, and Henry Ginsberg, who are preparing a shooting script for a motion picture version of the book, may be concluded upon Liebman's return from Europe next month, although Busch and Ginsberg admit "being uncertain as to the effect such a telecast may have on the film's box office take." . . . All of tomorrow's WABD programs will originate at the ballroom of the Park Sheraton Hotel in New York as a climax to the two-day meeting and exhibition of the Du Mont Laboratories new fall line of products. Sked will be co-directed by Pat Fay and Arnee Nocks, under the supervision of Wes Kenney.

☆ ☆ ☆

With Tom McAvity hosting for NBC, a farewell party honoring Milton Berle, prior to his departure for the coast, will be held this afternoon at the 21 Club. Milton's NBClownings will originate in Hollywood starting in September. . . . Looks like Betty MGMadigan's brand new platter of "Teddy Bear," may prove to be another "Joey"—the way DISCiples of black wax have latched onto it. . . . "The Pond Theatre's TV presentation of "Coquette," Thursday, July 7, over the ABChannel holds promise of delightful divertissement. The George Abbott play which brought Broadway fame to Helen Hayes and an "Oscar" to Mary Pickford in their respective starring roles, will star Joan Lorring, whose performance (movie debut) in "The Corn Is Green" won her an Academy Award nomination. . . . Guild Films' "The Florian Zabach Show" picked up its 110th TV outlet last week to celebrate its first anniversary.



Milton Berle

☆ ☆ ☆

Producer Walt Framer will take his "Big Payoff" troupe, including Randy Merriman, Bess Myerson and Betty Ann Grove to Minneapolis, whence the July 18 thru July 22 programs will originate. Program is tied in with that city's annual Aquatennial Celebration and the Lyceum Theatre's 100,000 seats have already been grabbed for the entire week. . . . Proxy Ely Landau and national sales director Harold Goldman welcomed several hundred newshawks, station reps, ad agency execs, salesmen and TV bookers at a party last Wednesday formally opening its new spacious and air-cooled offices at 60 W. 55th St. in Manhattan. . . . With the first two of the "Brother Mark" telefilm series already completed, Parsonnet & Wheeler and co-producers Carlton Films Inc., have acquired three additional stories, "Forgotten Night" by Wm. Alexander, "Third Brother" by Chris Riland and "The Diamond Pendant" by William Attaway for the series, syndicated by Guild Films.



Walt Framer

☆ ☆ ☆

Writer-producer-director Ralph Porter, formerly associated with Official Films, Laurel Films and Eastern Sound Studios, has teamed up with Raphael Elan to form Elan Porter Productions, Inc. Firm's completely modern studios will be used for the production of commercial and industrial telefilms and TV spots. Eleazar Lipsky, author of the Literary Guild selection, "Lincoln McKeever," which will soon be made into a film production starring James Cagney, is the new firm's attorney. . . . Heyward Ehrlich, director of station relations for MCA-TV Film Syndication, has asked local TV stations around the country to submit photos and tape recordings of localities to TV Guide in a national talent scout effort to find an 18-year-old youth to play "Tim" in the forthcoming Lloyd C. Douglas teleseries, "Doctor Hudson's Secret Journal," starring John Howard and co-produced by Brewster Morgan and Eugene Solow and set for national syndication sometime in October.

Ohio Censors

(Continued from page 1)

ture industry as a whole to criticism.

"We hope that you will join us in our pledge to keep the theatres clean and decent places of family entertainment, which is the objective of our industry."

The statement noted that the new situation also should ease the print situation since prints now may be borrowed from outside the state.

Signing the statement were Horace Adams, president, and the following directors: Park A. Belden, Walter Burgett, Louis F. Eick, Marshall Fine, Marvin Frankel, Henry Greenberger, F. W. Huss, Jr., J. Real Neth, C. F. Pfister, Hoy L. Russell, Martin G. Smith, Charles Sugarman, C. S. Velas, Peter M. Wellman, Roy E. Wells, and Louis Wiethe.

Wile, Clagett in Forefront

Robert Wile, executive secretary of Ohio I.T.O.; Manning Clagett of the Motion Picture Association of America and others worked continuously against the proposed new censor bill. Outstanding, however, was the fight against the bill waged by Sen. Charles A. Mosher, Republican, of Oberlin, chairman of the Senate Education Committee which held hearings on the bill; it was his courage and determination that the industry here generally credits with overcoming the powerful support behind the proposed censorship measure.

N.Y. Censor

(Continued from page 1)

Flick, whose six-year service as head of the censorship operation ends on that date. Dr. Flick has been appointed executive assistant to Commissioner Wilson [as reported exclusively in MOTION PICTURE DAILY yesterday].

Dr. Bowen has been associated with the Education Department since 1923. He served as acting director of the Motion Picture Division from 1946 to 1949. He also held his regular position with the Department then—chief of the Bureau of Audio and Visual Aids—and will do so again. He will spend much of his time, however, at the Motion Picture Division's New York office.

Treasury Opposes

(Continued from page 1)

Treasury is sympathetic to the idea and is willing to consider it as part of a general tax reduction program whenever the government can afford to cut taxes in the future, but that the revenue loss was too great to permit such a scheme from being put into effect now.

In the past, actors, writers and other film workers have supported such a plan as a way to help them meet the tax problems of greatly fluctuating incomes.

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In-the-Round

(*Continued from page* 1)

Motors Corp. exhibit, measured 40 feet in diameter with an 11-panel screen extending completely around its circumference, and with 11 16mm. projectors, pointed through interstices between the panels, projecting their 11 constituent segments of a complete 360-degree picture.

The projectors are synchronized, as also were 11 16mm. cameras with which the picture was photographed, and the interstices between the panels, surprisingly, sharply minimized the demarcation junctures perceptible in other multi-panel setups.

In photographing, 11 cameras, equipped with matching lenses, were mounted, linked for synchronization, atop a station-wagon which then was driven through Los Angeles, Beverly Hills, Las Vegas, Monument Valley, Little Grand Canyon and, aboard a boat through Balboa Bay.

The effect on the observer standing in the enclosure is to make him feel he is viewing the scene from a moving vehicle and is able to look in any direction he chooses. "Participation" effect is dismayingly—sometimes dizzyingly—complete.

Eastman cameras, projectors and film are used in Circarama, although other brands could be utilized.

Likewise, 35mm. film can be used with a larger setup, although none is contemplated at this time.

Ted Long

(*Continued from page* 1)

to more than double present levels.

Since January, Long has been executive vice-president of Continental Pictures, Inc., New York City. In 1953 and 1954 he was director, vice president and general manager of United Artists Television Corp.

Streibert said U.S.I.A. now supplies TV news programs to 28 TV stations in 20 foreign countries, with an estimated audience of 25,000,000 persons. By the end of next year, he continued, U.S.I.A. expects to show its programs over 66 stations in 25 countries to more than 50,000,000 persons.

Expansion plans include putting out the present weekly newsreel twice a week, having special regional editions instead of just one world-wide edition, and for the first time the production of special TV films and kinescopes on various themes and objectives of the information program.

Legion Looks at 11, Rates 4 Class 'B'

Four films, of 11 reviewed, have been placed in Class B in the latest listing of the National Legion of Decency.

The four pictures in Class B are "Finger Man," "Man Who Loved Redheads," "Seven Year Itch" and "Summertime." For the latter three films, the "B" classification is applicable only to prints shown in Continental United States.

The seven remaining films reviewed were placed in Class A, four in Section 2 and three in Section 1. In Section 2 are "Lady Godiva," "Mau Mau," "Pearl of the South Pacific" and "The Scarlet Coat."

In Class A, Section 1, are "Day to Remember," "The Private War of Major Benson" and "The Tiger and the Flame."

'Rigid' Twin-Bill Policies

(*Continued from page* 1)

any large-scale revision of the overall double feature policy in double-feature territories. In those territories, he maintained, the mass of the people prefer "the quantity."

He then went on to explain the conditions under which ABPT affiliate theatres in double feature territories have played and continue to play single features successfully.

In every large city, he stated, where the double-feature policy is in effect, there is room for one good-sized theatre of about 2,000 seats to operate profitably on a single-feature policy. He defined a "large city" as one of a population of 400,000 to 500,000 and cited as an example the Center Theatre, Buffalo, N. Y., and the St. Francis Theatre, San Francisco.

Houses of 'Art' Type

These two ABPT affiliate theatres, he continued, although they come close to an "art" theatre in their appeal to the more intelligent, discriminating audience, primarily are an outlet for Hollywood product. He indicated his agreement that there must be other sections of the country where the more discriminating audience would prefer and patronize the one single-feature house.

Expanding on his program of "flexibility," Hyman said that in theatres under his direct supervision he discards the regular double-feature policy if a "triple A" film runs one-and-a-half hours or longer and if the second feature would add nothing to the program. In those instances, he continued, the second feature "could be ridiculous" in comparison.

Hyman said that the number of such "triple A" features can run as high as one a month. He explained that ABPT affiliate theatres under his direct supervision as to booking are in Buffalo and Rochester, N. Y., while San Francisco ABPT theatres follow the pattern set out by him.

Urges 'Utter Flexibility'

Spelling out further his position that "utter flexibility" is needed in theatre operation today, Hyman spoke about his experience in selecting the proper day in the week for program changes. The ABPT vice-president said that he had found it advantageous box-office-wise to open a big picture early in the week, on a Monday or Tuesday, feeling in that way "word-of-mouth" advertising builds towards an optimum weekend business. Conversely, he went on, if the program is not of the desired quality, he has found Saturday openings pay the best dividends.

Kramer Lauds Code

(*Continued from page* 1)

have, he said, its written guidance is greatly superior to censorship, such as practiced in England, for example, which rests solely on the individual opinion of some appointed official vested with absolute power.

The producer said he believes the American industry which maintains the Code and abides by it, should stand firmly on code-approved product against all pressures.

Kramer will leave for Spain at the end of this month, taking a dozen key craftsmen who will begin work preparatory to shooting operations on "Pride and Prejudice" next March.

Sees Cost Rising for Film-Making Abroad

Production costs for American companies making pictures in foreign countries, while still considerably lower than costs in this country, are rising rapidly, it was disclosed yesterday by Joseph A. McConville, president of Columbia Pictures International Corp., following his return from Europe. The cost of talent, particularly, said McConville, has skyrocketed, amounting in some cases to an increase of as much as 1,500 per cent over the rates of a few years back.

McGee to Discuss Compo Awards Plan

NEW ORLEANS, La., June 27. Pat McGee, general manager of Cooper Foundation Theatres, will be guest speaker tomorrow at the annual convention of the Mississippi Theatre Owners Association at Edgewater Gulf Hotel on a panel discussion of exhibitor participation in COMPO's forthcoming Audience Award Polls.

McGee will also address an industry-wide meeting on Wednesday afternoon on the same subject in New Orleans at the Jung Hotel, under the auspices of the New Orleans area co-chairman: G. J. Dureau, Jr.; Abe Berenson and C. J. Briant.

Trade Talks

(*Continued from page* 1)

spokesmen for distribution, is slated to confer with executives of Republic Pictures and Allied Artists tomorrow. Warner Brothers officials could not be reached for comment yesterday on whether the committee has a meeting slated with them, although it is known that the committee wishes a WB conference.

Also looming as a possibility is a meeting with United Artists, although UA officials say that the committee has not requested a meeting as yet.

The organized exhibition group already has met with officials of 20th Century-Fox, Loew's, Paramount, Columbia and RKO Radio Pictures.

Resume Lab Talks On 20% Hike Today

Negotiations between film laboratories and Local 702, IATSE, which represents the employees at the processing plants here, will resume today, according to a laboratory spokesman.

Local 702 is seeking, generally, a 20 per cent increase in wages plus benefits, the industry spokesman said. He acknowledged that a meeting was held over the weekend with a representative of Richard Walsh, IATSE president, to settle the contract difficulties.

A cut-down of processing at the Eastern film laboratories was reported here early last week when negotiations between the union and the plants were said to have reached "a stalemate." The restrictions were imposed following a union meeting last Monday which was attended by all laboratory workers, the spokesman said.

People

Robert W. Selig, Fox Inter-Mountain division manager, has been reelected president of the board of directors of the University of Denver for the eighth time.

¤

Pamela Herbert has joined the staff of the New York office of Rogers and Cowan as an account executive.

¤

W. J. Singleton has resigned from Associated Screen News, Toronto, effective July 31. He had been director of sales and services.

¤

Steven Perakos, attorney for Perakos Theatre Associates of New Britain, Conn., has been named to the board of directors of the New Britain branch of the American Cancer Society.

¤

J. Raymond Bell, public relations executive of Columbia Pictures, has been elected first vice-president of the New York chapter of the Public Relations Society of America. He also is a national director of the group.

¤

Dimitri Tiomkin, composer-conductor, has been signed to handle the musical chores on "The Court Martial of Billy Mitchell," to be produced by Milton Sperling's United States Pictures for Warner Brothers release.

Teleradio Crafts Vote for IATSE

Engineers and technicians employed by General Teleradio, Inc., operator of the Mutual Broadcasting System's New York key station WOR and WOR-TV, have chosen the International Alliance of Theatrical Stage Employes as their collective bargaining agent. Vote in the election conducted by the National Labor Relations Board was 98 for the IATSE, 10 for the International Brotherhood of Electrical Workers, which previously represented these employes, and one for no union. All told, there were 120 in the group eligible to vote.

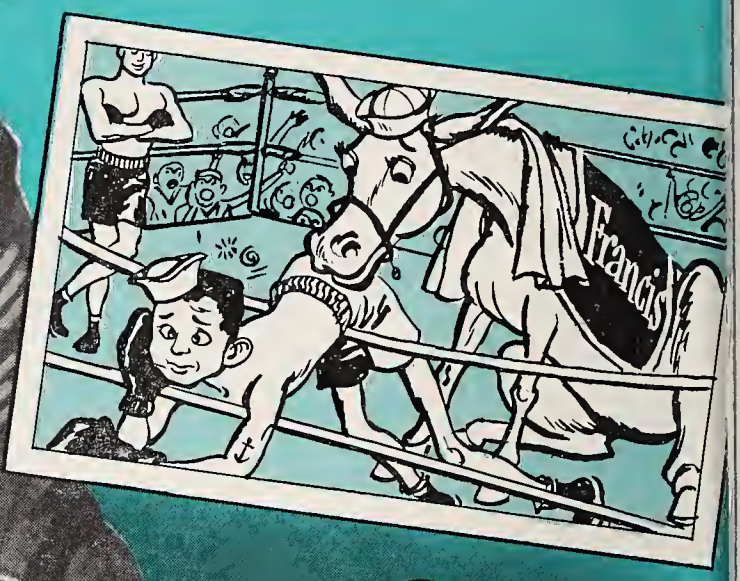
Name Sheridan Fox S.W. District Mgr.

DALLAS, June 27.—Mark Sheridan, Dallas branch manager of 20th Century-Fox Exchange has been named Southwest district manager with headquarters here. He will supervise operation of 20th-Fox offices in Dallas, Houston, Oklahoma City and Memphis.

William B. Williams, former city sales manager, will succeed Sheridan as Dallas exchange manager.

EXECUTIVE ASSISTANT
Secretary
Formerly with president of major motion picture studio desires similar spot with top executive. Unusual background. Best references. Box 628,
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Universal International

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 126 NEW YORK, U.S.A., WEDNESDAY, JUNE 29, 1955 TEN CENTS

In London

Awaiting Date For New U.K. Pact Meeting

Up to Johnston to Set Time; No Problems Seen

By WILLIAM PAY

LONDON, June 28. — Negotiations for the renewal of the Anglo-American film agreement, covering remittances of earnings by American film distributors here, are scheduled to be held in London this year. The negotiations were held in Washington in 1953 and 1954, with representatives of the British government traveling there for the purpose.

It is understood that the setting of a date for the start of negotiations is being left up to Eric Johnston, president of the Motion Picture Association of America, and Board of Trade and MPA representatives here are waiting to hear from Johnston.

It is anticipated that American industry representatives may ask for free convertibility of their earnings here when the negotiations are opened. However, despite good improvement

(*Continued on page* 4)

Production Keeps Up Pace; 38 Films Now Shooting

From THE DAILY Bureau

HOLLYWOOD, June 28. — Three new pictures were started last week while five others were completed, for a total of 38 pictures now in work, maintaining the pace of the last few weeks.

Started were: "Hired Guns," Gannaway-Ver Halen Prods. (Independent); "The Tender Trap," CinemaScope, Eastman Color (Metro-Goldwyn-Mayer); "The Square Jungle," (Universal-International).

Completed were: "Son of Slade," (Allied Artists); "Top Gun," Fame Pics., and "The Indian Fighter," Bryna Prods., CinemaScope, color (United Artists); "Tarantula" and "The Girl In The Cage," (Universal-International).

UA Will Not Handle TV-Premiered Film

Any motion picture which has its premiere on television will not be accepted for theatrical release by United Artists, William J. Heineman, vice-president in charge of distribution, emphaticaly stated here yesterday.

Heineman, in reply to a question concerning UA's possible acquisition of Sir Alexander Korda's "Richard III," for which the National Broadcasting Co. is negotiating, said that he "will not take on any film which is set for television release."

Heineman Says UA Domestic Billings Up 31%

By LESTER DINOFF

United Artists' domestic billings during the first six months of this year were up 31 per cent over the corresponding half-year 1954 period, according to William J. Heineman, vice-president in charge of distribution, who yesterday announced that the company will release 26 motion pictures between June 1 and January, 1956.

Heineman, who revealed to the trade press that eight "top-notch"

(*Continued on page* 6)

Ticket Tax Mention Avoided in Report Of Gov't Commission

From THE DAILY Bureau

WASHINGTON, June 28.—A special governmental commission which has studied for the past two years the relation of the federal, state and local governments declared today in its final report that there is no pat solution to the problem of overlapping federal, states and local taxes.

It had been expected that the commission might have something specific to say on the subject of the admissions tax and other taxes now being levied at the national, state and municipal levels. However, its 312-page report carefully avoided any specific recommendations as to tax sources to be surrendered by the federal government or tapped more extensively by states and cities.

A table of tax collections by the federal, state and local governments showed that in the year ending June 30, 1953, Uncle Sam collected $416,000,000 from amusement taxes, while the states collected another $19,000,-

(*Continued on page* 4)

Industry Executives At 'Stranger' Bow

A host of top industry executives, theatre men and celebrities were in attendance last night when Stanley Kramer's production of "Not As A Stranger" had its premiere at the Capitol Theatre here.

Also, an impressive list of notables is expected to be present at the benefit world premiere of the United Artists

(*Continued on page* 4)

To Acquire Theatres

Rhoden Seeks Cinerama Deal With Miracle

Block of Mrs. Zanuck's NT Stock Is Acquired

By MURRAY HOROWITZ

Talks with Stanley Warner officials on the possible use of "This Is Cinerama" with National Theatres' Cine-Miracle system will be conducted here by NT president Elmer Rhoden, it was disclosed here by Rhoden yesterday.

At the same time, Rhoden disclosed NT plans to acquire additional theatres and confirmed that he, representing himself and a group, had acquired from Mrs. Virginia Zanuck a block of 100,000 shares of National Theatres stock.

Regarding the Cine-Miracle system, the NT president raised the question of whether SW is "free to negotiate" the use of the first Cinerama production, referring to SW's contract with Cinerama Productions granting SW exclusive production and exhibition rights.

Rhoden, praising SW officials for their cooperative attitude, added that

(*Continued on page* 4)

D of J Tells Allied Circuit Expansion Is Under Control

From THE DAILY Bureau

WASHINGTON, June 28.—The Justice Department has notified Allied States that it tries to make sure that exhibitors have advance notice on proposed theatre acquisitions by the divorced circuits.

Allied recently protested to Justice on this point, urging that the Department set up machinery insuring exhibitors affected by a proposed acquisition the right to protest the acquisition and present the facts to the court passing on the acquisition.

A reply from Justice has now been sent Allied and in it Justice defends its present procedures as adequate. The

(*Continued on page* 4)

Conferences Near an End

Warner Meet Kicks Off New Series of Joint Talks

Meetings with Warner Brothers and Universal were held here yesterday by the joint Allied States-Theatre Owners of America committee, as the round of conferences slated by the organized exhibition group drew closer to an end.

The session with Ben Kalmenson, WB vice-president and general sales manager, was held in the morning, beginning at 10:30 and ran about two hours. It is understood that the committee will prepare a statement on the content of the meeting and the points of agreement, if any, reached, and submit it to Kalmenson for his approval.

The Universal meeting in the afternoon, described as "friendly" and "cordial" by one of the participants,

(*Continued on page* 4)

"Should do exceptionally well at the boxoffice!" —HARRISON'S REPORTS



STANLEY KRAMER Presents
NOT AS A STRANGER
starring OLIVIA de HAVILLAND · ROBERT MITCHUM · FRANK SINATRA
GLORIA GRAHAME · BRODERICK CRAWFORD · CHARLES BICKFORD
thru UA

Personal Mention

MURRAY SILVERSTONE, president of 20th Century-Fox International Corp., will arrive in Berlin today from Frankfort and will next go to Paris, arriving there on July 2.

•

LEO F. SAMUELS, president and general sales manager of Buena Vista Film Distribution Co., is the father of a daughter, LISA ELAINE, born here last Thursday to MRS. SAMUELS.

•

RICHARD W. KULICK, son of MR. and MRS. SIDNEY S. KULICK of Bell Film Exchange, has announced his engagement to MISS JANET FISHMAN of Mt. Vernon, N. Y.

•

ELIZABETH EISENHART of 20th Century-Fox's pressbook department, has returned to New York following a five-week trip to Europe.

•

DON RUGOFF, executive of the Rugoff & Becker circuit, is the father of a son born to MRS. RUGOFF at Doctors Hospital.

•

MELVIN DAVIS, head booker for Republic Pictures in Boston, is engaged to marry GLENYS BLUMENTHAL, of Portland, Me.

•

SOLOMON STRAUSBERG, president of the Interboro Circuit, will leave here with Mrs. Strausberg on Saturday for Europe.

•

GEORGE WELTNER, head of Paramount Pictures world-wide sales, returned to New York yesterday from Europe.

•

GLORIA GRAHAME will sail for Europe from here today aboard the "Liberte."

•

GILBERT KANOUR, film critic for the "Evening Sun," Baltimore, is a patient at Mercy Hospital there.

•

NORMAN CLARK, film critic for the "Baltimore News-Post" is vacationing on the Magothy River in Maryland.

Cinerama Has Its Roman Premiere

Special to THE DAILY

ROME, June 28. — Cinerama made its Roman debut at the Sistina Theatre tonight. The premiere, a "gala" event, was attended by H. E. Giovanni Gronchi, new president of the Italian Republic.

The Sistina is the third continental theatre to be equipped for Cinerama. Previously Cinerama opened in Milan early in April and in Paris in May. Italy is the only European country with two Cinerama theatres. Proceeds of the Roman opening performance of Cinerama went for the benefit of the Roman Press Club.

William Robertson Latady, vice-president of Robin International, currently is in Rome in charge of the opening.

'Do Ad Men Know What They're Doing?'

The following is from a recent editorial column by Robert W. Akers in the "Beaumont (Texas) Enterprise":

"Geoffrey Shurlock, head of Hollywood's production code, told the Kefauver committee he thought sex was being overdone as a come-on for films and said, 'None of these ads would get me near a theatre to see any picture.'

"Then he added this thought, 'But I suppose the ad folks know what they're doing.'

"And that seems to pose the key question, 'Do the ad folks know what they're doing?' Their job is to get more people into movie theatres. Are they doing on a steady diet of innuendo what might better be accomplished by the frank assertion that 'This picture is good, clean entertainment?'

"I have the feeling that many a potential customer has been kept away from the boxoffice through the impression, gained from ads, that a really good show is the same old tripe he sees promoted day after day."

Talbott, Gov. Shivers At 'Foy' Bow Tonight

Harold E. Talbott, Secretary of the Air Force and Gov. Allan Shivers of Texas will head a list of celebrities who will attend the charity premiere of "The Seven Little Foys" at the Criterion Theatre here tonight. All proceeds will be turned over to United Cerebral Palsy.

Hope, now in New York, will attend the performance with Mrs. Hope and their four children. Also present will be the seven youngsters who play the roles of the children of Eddie Foy, Sr. in the picture. During the evening, Hope will be presented UCP's first "Humanitarian Award" in recognition of his services on behalf of the victims of cerebral palsy.

Branson Leaves for European Tour

Walter Branson, world-wide sales manager for RKO Radio Pictures, Inc., will leave here today aboard the "Liberte" for a month's business tour of RKO's offices in Europe.

Branson's first stop will be in London, where he will discuss sales policies for forthcoming productions with Robert S. Wolff, RKO Radio's managing director for the United Kingdom. He will then visit RKO's offices in Paris for meetings with Joseph Bellfort, European general manager, and Charles Rosmarin, European general sales manager. Following his trip to France, Branson will make visits to Belgium, Switzerland, Netherlands and Italy.

Charles Newman, 74

SEATTLE, June 28. — Charles H. Newman, 74, retired theatre manager, died at his home of a heart attack. He was a native of Victoria, B. C. He came to Seattle in 1907 to become treasurer of the Moore Theatre and later moved to San Francisco and Salt Lake City, where he managed theatres.

William Anglin, Sr.

ATLANTA, June 28.—William J. Anglin, Sr. of Detroit, brother of Mrs. Rose Lancaster of Strickland Film Co. here, died of a heart attack in Detroit.

Funeral services will be held tomorrow in Atlanta.

Actress, Cartoonist At Loyalty Session

HOLLYWOOD, June 28.—Angela Clarke, actress, first motion picture witness to testify in the current Un-American Activities Committee hearings, today said she had been a member of the Communist Party from 1942 to 1949, but did not take part in subversive activities. She declined to testify about other members with whom she had associated while in the party.

Cecil Beard, financial secretary of the Screen Cartoonist Guild in 1945, invoked the First and Fifth Amendment at the hearings. He refused to answer a question regarding an alleged cell in the guild, saying he did not want to jeopardize a union whose welfare was at stake.

Services Today for Weltner's Mother

Funeral services will be held this morning at the Riverside Memorial Chapel, Far Rockaway, L. I., for Mrs. Ernestine Weltner, mother of George Weltner, head of worldwide sales for Paramount Pictures. Mrs. Weltner, wife of the late Sigmund Weltner, died last Sunday at her Woodmere, L. I., residence.

Other survivors include Mrs. Weltner's two sisters, Mrs. Pauline Meyer and Mrs. Laura Lowenthal, and two grandchildren.

Sherree North Set For Comedy Hour

Sherree North, star of 20th Century-Fox's CinemaScope production of "How to Be Very, Very Popular," will make a special guest appearance on the summer Colgate Comedy Hour this Sunday evening over NBC-TV.

Film clips from the picture will also be presented and an audience penetration of over 30,000,000 is expected for the picture which opens next month.

To Give Disney Awards

The presentation of awards to the winners of a contest conducted by Barton's during Children's Week in association with Walt Disney's "Lady and the Tramp," currently at the Roxy Theatre here, will take place in the rotunda of the theatre this morning.

News Roundup

Help Cast "Rocky"

Trade paper representatives are being given copies of Rocky Graziano's story, "Somebody Up There Likes Me" with a letter from Dore Schary, M-G-M vice-president in charge of production, inviting the trade press men to send in their recommendations on casting the role of "Rocky" after reading the tome. "The selection of the actor to play this central role is a difficult one," Schary says.

Set Gottlieb Drive

Universal's Chicago exchange has mapped a "Mannie Gottlieb Drive," in honor of Universal's district manager. The sales drive will run from July 31 to Sept. 1.

Filmack Story Boards

Filmack Trailer Co. again is issuing its television story boards for convenience of agencies and clients preparing television spots. The boards show how to prepare TV spots and give hints for the planning and creative stages.

Wash. Drive-ins Reopen

Three drive-ins in the state of Washington have reopened for the season. They are the Cashmere, Cashmere; Sunset, Othello, and the Big Bear, Poulsbo.

To Process Zarkoff Film

Pathe Laboratories has closed a deal with Samuel Zarkoff's Golden Gate Productions for the processing of its "Apache Woman," which will be distributed by American Releasing Corp.

'Angels' Here July 7

"We're No Angels," Paramount comedy based on a Parisian stage play, will open at the Paramount Theatre here on July 7. The film, produced in VistaVision with color in Technicolor, stars Humphrey Bogart, Aldo Ray, Peter Ustinov and Joan Bennett.

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NEATEST TRICK OF THE SEASON!

A whole new generation wants to see it. Others want to renew happy memories of it. And Judy Garland sings "Over The Rainbow" in it. So M-G-M brings you the joyous entertainment.

PRE-TESTED! A PROVEN SUCCESS!
FIRST DATES ARE OUTSTANDING!

Ask Your M-G-M Branch!

"THE WIZARD OF OZ"

SALT LAKE CITY—3rd Week!
Doing almost 3 times average re-release business.

NEW YORK CITY
Close to record holder of Normandie Theatre. Off to a long run.

INDIANAPOLIS
Re-release terrific. Doing NEW picture business and topping many new attractions of the past year.

COLUMBUS
First week equals "Executive Suite." Doing TWICE the average re-release business.

JOY WITH JUDY!

"OZ" PROMOTION IDEAS!

TRAILERS: Endorsement over P. A. system. Advance teaser copy trailer followed by regular trailer. **"OVER THE RAINBOW":** Song was plugged several weeks in advance inside the theatre and in the lobby. **LOBBY:** Cut-out letters over entrance doors. 40 x 60 in foyer. Illuminated still and cut-out board. **NEWSPAPERS:** Critics urged to re-review the picture. Enlist aid of movie editors. **RADIO AND TV:** M-G-M Records and Decca have albums and window display cards. **WINDOW DISPLAYS:** Travel agency tie-up. "Happy Land of Make Believe to Happy Land of Sunshine." **BOOK STORES:** "Oz" books. Good displays for windows and ads. **SCREENING:** For staffs of college and high school newspapers, also for Teen Council. **MAILING:** To membership of local Film Society and to local women's clubs for bulletin boards. **BALLY:** Walking book used several days before opening, also at schools. **LIBRARIES:** Natural for local library tie-up with stills. **SPONSORSHIP:** One individual, amusement editor or columnist makes the appeal that it was by his personal intervention that the picture has been brought back. He continues to plug it, arranges stunts. **CHILDREN'S SHOW:** A popular local TV children's show stages a contest, "Why I Like This Show." Prizes are tickets to a special screening Saturday morning.

GET FREE PRESS BOOK FROM NATIONAL SCREEN SERVICE.

★

M-G-M presents "THE WIZARD OF OZ" starring JUDY GARLAND • Frank Morgan • Ray Bolger • Bert Lahr • Jack Haley • Billie Burke • Margaret Hamilton • Charley Grapewin • And The Munchkins • Color by Technicolor • A Victor Fleming Production • Screen Play by Noel Langley, Florence Ryerson and Edgar Allan Woolf • From the Book by L. Frank Baum Lyrics by E. Y. Harburg • Music by Harold Arlen • Directed by Victor Fleming • Produced by Mervyn LeRoy
A Metro-Goldwyn-Mayer Masterpiece Reprint

Have you mailed your Audience Awards Nominations?

NFFC Head Wants Free Convertibility

Free convertibility of sterling was favored here yesterday by David Kingsley, managing director of the British National Film Finance Corp.

Kingsley, in response to a question, said such a step "would be a great help to us in setting up films which need dollar expenditures." Speaking as an individual, he added, however, that the possibility of such a move unfortunately seems "some way off."

People

Eugene Picker, vice-president of Loew's Theatres, has announced the promotion of **Mary Kirkwood,** former assistant manager of Loew's in Jersey City, to acting manager of Loew's 83rd St. in Manhattan, and of **Leonard Edwards,** assistant, Loew's State, Newark, to the managership of Loew's Rio, 160th St. and Broadway. **Allie Bernstein,** manager of the Rio and a veteran in the Loew ranks, will retire shortly.

¤

Simon Lazarus has leased his Lyric Theatre, Monrovia, Calif., to **Eddie Deir.**

¤

Vivian Schertz, formerly of Omaha's Film Row, has returned there as secretary to **Joe Jacobs,** Columbia branch manager.

¤

Dimitri Tiomkin has been elected to the highest order within the ranks of Societe de Auteurs, Compositeurs, Editeurs et Musiciens.

¤

Ray McNamara of the Allyn Theatre, Hartford, has been elected a director of the Greater Hartford Cerebral Palsy Association.

¤

Robert A. Sherman has been appointed assistant to the comptroller of Kodak Park Works, Rochester.

Kansas 'Moon' Case Going to High Court

TOPEKA, Kans., June 28.—Holmby Productions intend to appeal to the U. S. Supreme Court the banning in this state of "The Moon Is Blue," according to papers filed here with Walter Neibarger, clerk of the Kansas Supreme Court.

The Kansas Supreme Court some time ago ruled that the Kansas Board of Review had authority to ban the showing of the film.

Weshner Assignment

David E. (Skip) Weshner has been appointed producer's representative for "News Is Made at Night," Bert E. Friedlob's first independent production for United Artists release, which is now before the cameras in Hollywood under Fritz Lang's direction.

Rhoden Talks Cinerama Deal

(*Continued from page* 1)

he has had previous talks on the utilization of "This Is Cinerama." Right now, he acknowledged, NT has a system, but at this point no film to exhibit. He said NT had no plans to demonstrate the system in the East, although he welcomed industry representatives who wanted to view the system at the Melrose Theatre, Hollywood.

In reference to Rhoden's stock acquisition, the NT president declined to reveal the purchase price which was reported in financial circles here to have been $12 per share.

Acquisition of the shares is understood to bring NT management's holdings to more than 500,000 shares. The stock is widely held and there are few large, individual owners. Rhoden denied that the management group is negotiating for the 65,000 shares held by the Charles Skouras estate, and a previous denial was made by a General Precision Equipment official that the 60,000 shares held by that company are for sale. Those are the only large blocks known to be outstanding under single ownership.

There had been financial district reports earlier that an outside group had been negotiating for all three of the above blocks of NT stock, not to gain control of the company so much as to obtain representation on its board in the hope of influencing policy in the direction of liquidation of some of the vast real estate holdings of the company.

Regarding possible theatre expansion, Rhoden said, "Certainly we're going to acquire theatres." However, he denied that NT had any "great expansion movement" under way, explaining that NT is interested in theatres which will "complement" its holdings in areas already occupied by the company, whether they be drive-ins or conventional houses. He added that the acquisitions, too, will be "where permitted" by the Justice Department.

Asked if he had any talks with Justice Department officials in Washington, Rhoden replied in the affirmative although declining any comment on the talks. He was reported to have discussed possible production for Cine-Miracle and other matters.

Rhoden said he planned to leave here for the Coast tomorrow.

Joint Talks

(*Continued from page* 1)

was attended by Universal president Milton Rackmil, vice-president and world-wide sales manager Alfred Daff, vice-president and general sales manager Charles Feldman and assistant to the general sales manager Ray Moon.

Neither WB nor Universal, nor the committee would comment yesterday on the meetings, set up by the joint group in what the latter described as its "all-out effort" to establish harmony in the industry. The topics of discussion, based on previous exhibition-distribution meets, apparently ranged from an exhibition plea for a liberalization of sales terms to the problems created by the short supply of product.

Today, the committee plans to confer with Republic in the morning and Allied Artists in the afternoon, completing its scheduled roster of individual company conferences which included 20th Century-Fox, Paramount, Loew's, Columbia, and RKO Radio Pictures.

Representing the joint committee at yesterday's meetings were E. D. Martin and Walter Reade, Jr., of TOA, and Rube Shor, Wilbur Snaper, Ben Marcus and Irving Dollinger, of Allied.

1,545 U.K. Theatres Get Quota Relief

From THE DAILY Bureau

LONDON, June 28.—The Cinematograph Films Council annual report issued today reveals that the Board of Trade granted Quota relief to 1,545 theatres here in the 1954-'55 period. In addition, it granted total exemption from Quota provisions to 165 theatres.

The Board rejected 345 applications for relief, but granted 644 applications for relief with respect to supporting program pictures.

The present Quota is 30 per cent for first features, and 25 per cent for supporting programs.

US Tells Allied

(*Continued from page* 1)

Department has assured Allied that it does attempt to get and investigate all relevant facts as to the effect an acquisition might have on independent exhibitors, and that it tries to make sure that there is full publicity in the trade press on the proposed acquisition, so that exhibitors can bring to the Department any pertinent information. The reply indicates that exhibitors cannot present this information directly to the court, but that Justice will be careful to represent the independent exhibitors adequately in any of these cases.

Denies Defendants' Plea in Miami Suit

Federal Judge Edward Weinfeld, in New York Federal Court yesterday, denied a motion for summary judgment by the defendants in an anti-trust case brought by Tivoli Theatres, Inc., of Miami, and its trustees. The suit was filed in 1951 and sought damages totalling $792,000. The case will go to trial here in the fall.

Defendants were 20th-Fox, Paramount, Columbia, Warner Brothers, RKO Radio and their subsidiaries. Henry Pearlman, New York attorney, represented the plaintiffs.

Lemmon in ATV Post

Jack L. Lemmon, formerly account-executive at Transfilm, Inc., has assummed his new duties as vice-president of ATV Film Productions in charge of sales. He will divide his time between the New York executive offices and the studios in Long Island City.

'Foy' Grosses Strong

Paramount's "The Seven Little Foys" grossed $26,000 in its first week at the Paramount Beverly Hills, Los Angeles, and $75,000 during its first week at the Chicago Theatre in Chicago, the film company revealed here yesterday.

Paris Theatre Meet Aimed at Rentals

By HENRY KAHN

PARIS, June 28. — Approximately 1,000 exhibitors from many parts of the Continent are expected here July 6 and 7 for a meeting of the International Union, with film rental terms high on the agenda.

French exhibitors in particular are upset by rising percentage terms and probably will be the first national body to carry out any resolution on the subject passed by the meeting.

New UK Pact

(*Continued from page* 1)

in Britain's dollar position there is little likelihood that free convertibility will be agreed to. Neither is the point regarded as being particularly important to the American industry since, for several years past, it has been able to use up all of its blocked sterling in one way or another under the many conditions of the agreement.

Expires on Sept. 24

The present one year agreement expires on Sept. 24 and permits the remission without qualifications of a basic $18,000,000. In recent years the agreement has been renewed with only minor differences from year to year.

Eric Johnston is now on the West Coast and except for a brief visit in Washington, next week, is expected to be there until the middle of July. Indications are that an August date for the negotiations, as in other years, will be set.

Johnston is scheduled to go to the Near East on a government mission in late July and possibly might go to London thereafter. In that event, it is believed here, preliminary talks would be held in London, with the British representatives going to Washington later for the closing.

'Stranger' Bow

(*Continued from page* 1)

release at the Warner Beverly Theatre in Los Angeles tonight.

The kleig-lighted California premiere is a benefit for the new Mt. Sinai Hospital in Southern California and will be carried to the nation by a 76-station network National Broadcasting Co. television broadcast of Steve Allen's "Tonight" program originating in the Warner Beverly lobby.

U. S. Report

(*Continued from page* 1)

000 and the cities an unknown additional amount. The amusement taxes accounts for 7/10 of one per cent of all federal tax collections in that year and 2/10 of one per cent of all state collections.

Berlin to See 'Gold'

BERLIN, June 28.—Columbia Pictures' Warwick production of "A Prize of Gold" has been selected by the Berlin Film Festival to be screened this week at the huge outdoor Waldbuehne which seats 25,000, the film company said.

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National Pre-Selling

"THE Importance of Being Marty" is the title of Gilbert Millstein's profile of Ernest Borgnine which will appear in the June 22 issue of "Collier's." Borgnine is the star of "Marty."

In addition to breaking box office records, "Marty" was selected as best picture shown at the Cannes Film Festival. The profile is illustrated by color photos of Borgnine with his wife and daughter. It opens on a two-page spread and makes highly interesting reading.

•

"This Week" magazine's full color front cover on the July 10 issue will be devoted to Gia Scala, "one of Hollywood's great new finds," as reported by Louis Berg, motion picture editor. He has written a personality story that will appear in the same issue. Miss Scala makes her motion picture debut in UI's "All That Heaven Allows."

•

Florence Somers, in recommending "Not as a Stranger" to the readers of the July issue of "Redbook," says "This picture has a strong, emotional story about Lucas Marsh (Robert Mitchum) whose interest in becoming a doctor is so intense that he's known as a man without a heart. His funds are limited, and when he runs out of money, he marries a nurse because she offers to finance his studies."

•

A striking full color ad on "Not as a Stranger" appears in the July issue of "McCall's."

•

A two page spread in the July 12 issue of "Look" features reviews of two war films: Warners' "Mister Roberts," and UI's "To Hell and Back." Both pictures receive laudatory reviews, which are illustrated by action photos taken on the production sets.

Louella Parsons wrote an interesting story about Bob Hope for the June 26 issue of "Pictorial Review." Bob Hope's latest picture, "The Seven Little Foys" will have its premiere tonight at the New York Criterion Theatre.

•

"Mister Roberts," "Moonfleet," and "Strategic Air Command" are reviewed in the July issue of "Seventeen."

•

"Daddy Long Legs" was selected for the featured review in the July issue of "Woman's Home Companion." Five production photos are used to illustrate the reviewer's comments. He sums up by saying, "This gay musical, full of irresistable songs and dances, ends just as it should—in absolute enchantment."

•

"Pageant's" July issue has a pictorial layout on Terry Moore, featured actress in "Daddy Long Legs." Six pages of photos are devoted to Miss Moore, and "Daddy Long Legs" is mentioned prominently.

•

A striking full color ad on "The Seven Little Foys" appears in the June 26 issue of "American Weekly."

WALTER HAAS

UA Domestic Billings Up

(Continued from page 1)

films and five "art" pictures are included in the group of 26 which will be distributed at the rate of four-per-month, stated that "UA will back this releasing program with a $6,000,000 sales campaign at all points of sales besides increasing the exploitation and field forces to 50 men by mid-July."

In the June-to-December, 1954, period, UA distributed 32 films and spent $4,800,000 in advertising, publicity and exploitation. This year, UA has increased its advertising, publicity and exploitation expenditures by 25 per cent or $1,200,000 while the releasing program is six pictures less numerically.

The UA distribution head said that the eight top pictures released and to be released during this seven-month period are "Marty," "Summertime," "Not As A Stranger," "The Kentuckian," in CinemaScope, "Night of the Hunter," "Gentlemen Marry Brunettes," in CinemaScope, "The Troubleshooter" and "Alexander, the Great," in CinemaScope, which will be UA's Christmas release. The five "art" pictures are "Othello," "Aan," "The Man Who Loved Redheads," "Lucky Kid" and "Tiger and the Flame."

Investment of $40,000,000

Heineman, along with B. G. Kranze, general sales manager; Milt Cohen, Eastern and Southern division manager; Jim Velde, Western division manager; Francis M. Winikus, national director of advertising, publicity and exploitation, and Mort Nathanson, publicity manager, reported that UA's investment in some 43 productions will be $40,000,000.

"Seventeen will go into work within the four-month period ending in September," Heineman said.

The UA executive corrected his statement of last week, published in the MOTION PICTURE DAILY, that the foreign business this year is 40 per cent ahead of last year. "I have been informed by vice-president Arnold Picker that UA's foreign billings during the first six months of 1955 were up 45 per cent over the corresponding period of last year and, world-wide, the second half of this year should be more," he said.

As of Monday evening, United Artists had secured 18,900 bookings for company product in honor of United Artists Week which runs from July 1 to July 7, William J. Heineman, vice-president, said here yesterday.

UA releases scheduled for production during the second half of 1955 total 24 and consists of "Trapeze," in Technicolor and CinemaScope; "Foreign Intrigue," in Eastman color and wide-screen; "The Ambassador's Daughter," in CinemaScope and Technicolor; "Patterson," "Wedding Breakfast," "One Way Out," The Big Knife," "The Big Caper," "The Beast of Hollow Mountain," in CinemaScope, Regiscope and Eastman color; "Fort Yuma," "A Kiss Before Dying," in CinemaScope; "The Indian Fighter," in CinemaScope, "God Is in My Corner," "Lincoln McKeever," "The Mountains Have No Shadows," "Desert Sands," in Superscope, "News Is Made at Night," "Run for the Sun," "The Sharkfighters," "Storm Fear," "Three Bad Sisters" and "Top Gun."

'Pharaohs' in Big Coast Openings

"Land of the Pharaohs," a Howard Hawks production for Warner Bros. presentation, revealed top box office potential in its first five openings in theatres in three West Coast cities, according to WB.

For the first five days (Wednesday through Sunday) of its day-and-date engagements at the Paramount, Wiltern and Egyptian theatres in Los Angeles, picture drew a total of $54,401, Warners said. Saturday and Sunday at the Paramount in San Francisco, picture's "take" was a big $19,130. At the Fox in Oakland, it drew a comparatively even better gross of $12,933 for the same period.

The film enters national distribution over the July 4 weekend.

Set Promotions for 'How to Be Popular'

One of the most far reaching promotional campaigns for a CinemaScope attraction has been set by 20th Century-Fox for "How to Be Very, Very Popular," the company announced.

The drive to pre-sell the Nunnally Johnson production to the widest possible audience will make heavy use of television and will have more than a dozen network shows saluting the July musical release in the coming weeks.

Coming in for special attention will be Sheree North, who makes her debut as a star in the film.

N. E. Allied Unit Sets Oct. Convention

BOSTON, June 28 .— A two-day regional convention of Independent Exhibitors, Inc., of New England, the local unit of Allied States, will be held on Oct. 24-25 at Toy Town Tavern, Winchendon, Mass. Other units of Allied from Pennsylvania, New Jersey and Connecticut are to be represented for a get-together combining business meetings with entertainment.

White to Meet With Ad Chiefs in N.Y.

HOLLYWOOD, June 28.—Gordon S. White, Advertising Code Administrator, currently vacationing in Arizona, will meet with major company advertising-publicity directors in New York next week to acquaint them with the results of his informal discussions with studio executives on advertising policies.

Coast Unions Talk New Contract Terms

HOLLYWOOD, June 28. — The IATSE local representatives on the AFL Film Council and representatives of the "basic agreement" unions attending today's council meeting discussed contract terms that will be sought in approaching negotiations with the major studios.

Details were not immediately disclosed.

Distributors May Avert Mexico City Strike of Workers

Special to THE DAILY

MEXICO CITY, June 28.—Though hope dwindles as the deadline, June 30, approaches for strikes against local exhibitors and Mexican producers and studies by the National Cinematiographic Industry Workers (ST1C) and Picture Production Workers (STPC) unions to enforce demands for 25 to 50 per cent wage increases, expectations are greater that the eight American and four Mexican distributors will be able to settle their pay increase conflict with STIC amicably.

That hope is based upon the fact that talks between distributor and ST1C representatives have done so well that the deadline has been moved up to July 31. Trade opinion is that ST1C will back down from its demand for 25 per cent more pay for its members who work for the distributors and accept a face-saving hike. That is because it is becoming better known that the distributors are not making "lots of money," as reported.

Eight Majors Involved

The American distributors are Paramount, 20th-Fox, Columbia, RKO, Warners, Metro, Universal-International and Republic.

All studios except the Tepeyac would be hit by the strike. But Americans producing in Mexico would be immune as they have arranged with their Mexican unionists to carry on regardless of any Mexican labor trouble. The producers face pay demands of 28.7 to 50 per cent from the players, technical and manual workers and musicians. The producers aver that they cannot afford to meet these demands. But STPC insists that they can.

Atlanta's WOMPI Will Install Today

ATLANTA, June 28.—Mayor William B. Hartsfield will be the principle speaker on Wednesday when the Atlanta club of Women of the Motion Picture Industry installs its newly elected officers for 1955-56. The occasion will be a dinner with favors for guests.

The following officers will be installed: Mrs. Stella Poulnot, president (Republic); Mrs. Evelyn Snow, first vice-president (Wil-Kin); Mrs. Ernestine Carter, second vice president (Paramount); Doris Honea, recording secretary (Buena Vista); Katherine Moore, corresponding secretary (National Theatre Supply), and Edythe Bryant, treasurer (National Screen). New members of the board of directors are Mrs. Thelma Haglund (Universal), Mrs. Johnnie Barnes (Wilby) and Martha Hall (MGM). Mrs. Betty Rary, retiring president (United Artists), will also serve on the board for one term.

Committee Heads Named

The new committee chairmen are Mrs. Charline Jones (MGM), services; Mrs. Martha Chandler (United Artists), publicity; Mrs. Grace Bramblett (Paramount), extension; Mildred Castleberry (Martin), by-laws; Pat Brown (Warners), finance; Darlene Eskew (Wilby), bulletin; Mrs. Jackie Cowart (United Artists), social; Miss Grace Woolley (Columbia), club history, and Mrs. Lynda Burnett (United Artists), gift.

"Not As A Stranger" Bows

A GALA turnout of stars, civic dignitaries and exhibition leaders was at the Capitol Theatre on Broadway last evening for the plush preview of Stanley Kramer's "Not As A Stranger," United Artists release starring Olivia de Havilland, Robert Mitchum, Frank Sinatra, Gloria Grahame, Broderick Crawford and Charles Bickford. The widely-heralded production, fanfared by a jumbo $1,200,000 campaign, will be premiered at the Warner Beverly in Los Angeles tonight in a colorful opening beamed to millions across the country via a 76-station NBC-TV network. At the right are shown, left to right, Mrs. George Schaefer, Jr.; George J. Schaefer, producers' representative; Silas F. Seadler, M-G-M advertising manager; Mrs. Ingrid Seadler, and Joseph R. Vogel, vice-president of Loew's, Inc.

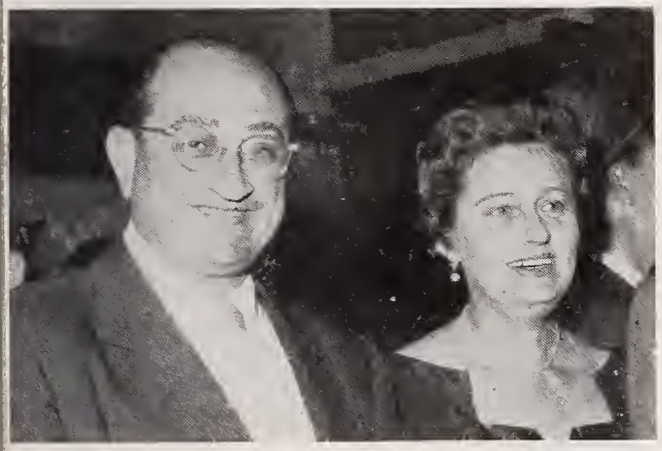




Dave Garroway, whose NBC-TV program, "Today," will broadcast films of the Hollywood premiere of "Not As a Stranger," arrives with Betty Furness.



Gloria Grahame, who co-stars in "Not As a Stranger," is greeted by Arthur B. Krim, president of United Artists. Miss Grahame served as hostess to the celebrity-studded preview audience.



Randforce Theatres executive Emanuel Frisch, with Mrs. Frisch, was among exhibitor leaders at the advance showing of the long-awaited Kramer production.



Broadway crowds jam the front of the Capitol to glimpse the arrival of stars and celebrities attending the preview. The glittering film event drew blanket television, radio and news coverage.

(*Advt.*)

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MOTION PICTURE DAILY

Concise and to the Point

VOL. 77. NO. 127 NEW YORK, U. S. A., THURSDAY, JUNE 30, 1955 TEN CENTS

Joint Exhibitor Group Sees 'Immediate Relief' on Way

Making Survey

WB Promises Assistance to Small Theatres

Kalmenson Reveals Flat Rentals Will Be Offered

Warner Brothers will give "every assistance to the small grossing theatres" and will offer "flat rental terms to these small grossing theatres," Ben Kalmenson, vice-president and general sales manager, has promised the joint Theatre Owners of America-Allied States Association committee.



Ben Kalmenson

The joint exhibition committee met with Kalmenson and Bernard R. Goodman, coordinator of field sales activities for Warner Broth-

(*Continued on page 2*)

Brandt Sees Foreign Films 'Salvation'

Motion pictures of foreign origin could be the salvation to the shortage of product in the United States, according to Harry Brandt, president of Brandt Theatres and of the Indepen-

(*Continued on page 6*)

UK Monopoly Report Finds Few Practices Amiss in Industry

By WILLIAM PAY

LONDON, June 29.—The Government's Monopolies and Restrictive Practices Commission report published today cites the discovery that collective, restrictive practices exist in a wide range of industries and trades here, but makes only incidental reference to the motion picture industry.

The report does comment on the Kinematograph Renters Society's (distributors) refusal to deal with independent exhibitors' booking combines, and the KRS enforcement of Eady Levy payments by the insertion

(*Continued on page 6*)

Reelect All Officers Of Century Circuit

Henry C. Miner, Jr., chairman of the board, and all officers of Century Circuit, Inc., were reelected at a meeting of the directors in Jersey City.

The slate consists of Leslie R. Schwartz, president: Samuel Goodman, first vice-president; Andrew A. Nelson, second vice-president; Martin H. Goodman, secretary-treasurer, and Dorothy Barko, assistant secretary.

Members of the board are James McAllister, Fred J. Schwartz, Frank Milton, Miner, Goodman, Nelson, Newman and Leslie Schwartz.

Concluding Individual Company Meetings Here, TOA-Allied Unit Says Distribution Appreciates Exhibition's 'Serious' Plight

By MURRAY HOROWITZ

A belief that sales policies of film companies "will be formulated (to) bring immediate and remedial relief" to exhibition was expressed here yesterday by the Joint Allied States-Theatre Owners of America Committee, in a statement marking the virtual completion of conferences with individual distributors.

"As a result of these meetings," the statement declared, "distribution now recognizes and appreciates the serious economic position of exhibition and particularly of the smaller grossing theatres in the country." The joint statement then expressed the committee's belief in the formulation by distribution of sales policies which will bring immediate and remedial relief.

The declaration, which offered the first official exhibition version of the chief topics discussed at the various meetings, kicked off by the May 24

(*Continued on page 2*)

Drive Set for Youngstein

A 25-week sales drive honoring vice-president Max E. Youngstein will be launched by United Artists in the United States and Canada on July 10, the company announced yesterday.



Max Youngstein

The billings and collections campaign, which will award $50,000 in cash prizes to winners among the 32 branches, marks the first sales salute to Youngstein since he entered the industry in 1940.

Co-captains for the "Coats Off" drive are William J. Heineman, vice-president in charge of distribution, and B. G. Kranze, general sales manager.

UA exchanges will compete in three groups of equal grossing potential,

(*Continued on page 2*)

D of J Favors New Trust Damages Bill

From THE DAILY Bureau

WASHINGTON, June 29.—The Justice Department today endorsed a discretionary damages bill, providing treble damages are still required for wilful violations of the anti-trust laws.

Under present law, three times the actual damages are required whenever a defendant in a private anti-trust suit is found guilty. A House judiciary subcommittee today started hearings

(*Continued on page 6*)

'Operation Big Switch'

N.Y. Area Pledges Its Full Support to Audience Poll

By LESTER DINOFF

The New York exchange area, which represents approximately 10 per cent of the seating capacity of America, according to Emanuel Frisch, president of Metropolitan Motion Picture Theatres Association, enthusiastically and unselfishly pledged 100 per cent support to the COMPO Audience Awards campaign.

Some 150 industry representatives from exhibition and distribution, meeting at the Hotel Sheraton-Astor here yesterday, heard Frisch declare that the awards program—"Operation Big Switch"—in this territory will set the keynote for the rest of America.

Frisch, who shared the speakers' rostrum with Elmer C. Rhoden, national chairman for the COMPO Audience Award Committee; Harry Brandt, president of Independent The-

(*Continued on page 6*)

$40,000 Raised by 'Foy' Premiere Here

New York had a "brilliant" motion picture premiere last night with the opening of Paramount's "The Seven Little Foys," which raised more than $40,000 in ticket sales for the benefit of United Cerebral Palsy.

A capacity audience, including nearly 1,000 civic, social, industry and show business notables, attended the opening of this Paramount VistaVision musical, starring Bob Hope as the famed song and dance man, Eddie Foy, Sr.

The premiere not only served to raise much-needed funds for United Cerebral Palsy but also was a tribute

(*Continued on page 6*)

Pulitzer Committee to Mull Film Award

The advisory board of the Pulitzer Prize committee will discuss Jack Warner's proposal for an award to the best American motion picture of the year at its next meeting on May 2, 1956, secretary John Hohenberg of the Pulitzer Prize Committee has advised the executive producer at Warner Brothers' studios in Hollywood.

Personal Mention

SEYMOUR POE, I.F.E. Releasing Corp. executive vice-president, and E. R. ZORGNIOTTI, chairman of the board, are scheduled to arrive here today from Rome.

•

TOM BALDRIDGE, field press representative for M-G-M in the Charlotte-Washington area, has been reelected chairman of the Jay Cee War Memorial Fund board of trustees, Atlanta.

•

TOM GERETY, of the M-G-M publicity and advertising department, has arrived here from the Coast for a vacation.

•

HENRY GERMAINE, Paramount exchange manager in New Haven, and MRS. GERMAINE are marking their 28th wedding anniversary.

•

NAT LEVY, RKO Radio Eastern-Southern division manager, was in Philadelphia yesterday from New York.

•

MILTON SCHWABER, head of Schwaber Theatres, Baltimore, has returned there with MRS. SCHWABER from Las Vegas.

•

HERMAN HOFFMAN, producer, has arrived in New York from Hollywood.

•

WILLIAM T. POWELL, division manager of Smith Management Co., has returned to Boston from Hartford.

W. B. Promises

(Continued from page 1)

ers on Tuesday morning of this week.

In a statement released here yesterday, the exhibition group announced that "various problems of exhibition and distribution were discussed and particularly those of the small grossing theatres. Mr. Kalmenson showed a keen interest and advised that Warner Brothers is now conducting a national survey by exchange areas, analyzing each theatre, in order to set a sales policy under which every theatre can buy Warner Brothers pictures on a fair and equitable basis."

Youngstein

(Continued from page 1)

with the drive broken into three six-week laps climaxed by a seven-week home stretch. The first phase extends from July 10 to Aug. 20. Succeeding stages will kick off on Aug. 21, Oct. 2 and Nov. 13.

Finish Camera Work On Col.'s 'Wonders'

Producer-director Harry Foster has completed color camera work here on the first CinemaScope live action short made by Columbia Pictures, "Wonders of Manhattan." As soon as George Jessel completes the narration, the print will be processed with the view to release this summer.

Joint Exhibitor Group

(Continued from page 1)

conference with 20th Century-Fox, ended on this note:

"It is sincerely hoped, that this all-out effort by exhibition will improve distributor-exhibitor relations and that production and distribution will demonstrate their desire to prevent the closing of many theatres throughout the country."

The committee wound up its series of conferences yesterday, with the exception of United Artists, by meeting with officials of Republic and Allied Artists. Tentative dates for a meeting with UA are being arranged, the committee added.

The following sought-after points, according to the statement, were the principal topics of discussion at the various meetings.

"1. Eliminate all static national sales policies and sell pictures based upon individual merits to all theatres on their ability to pay.

"2. A fair and equitable sliding scale to avoid rebuying and renegotiating a picture time and time again.

"3. Sell pictures to theatres grossing $1,000 or less per week on a fair equitable flat rental basis. . . . Arbitration on film rentals of $100 or less.

"4. Make more and better pictures with new and fresh personalities.

"5. Relieve print shortage, whether in number or classification (the latter referring to shortages of either magnetic or optical prints)."

The committee, in its statement, maintained that "there was clarification as to sales policies of the various companies and problems of production and distribution were discussed."

The declaration further stated that "distribution was advised by the committee of the failure of their lines of communication as to policies which have caused misunderstandings and friction. We believe that there should be a more stringent policing not only by distribution of their sales personnel but also by exhibitors in various territories," the statement continued.

Now Preparing Report

"The committee is now in the process of evaluating the results of the individual conferences for the purpose of making a full and detailed report to their respective organizations," it concluded.

The evaluation, it was learned, began immediately after yesterday's two meetings, with the committee meeting as a body in TOA headquarters. Walter Reade, Jr., a member of the joint committee, acting as spokesman for the closeted group, said the committee will continue to function.

In response to a question, he said the committee will meet again in the near future to appraise the results of its work.

Will Weigh Allied, TOA Moves

According to previous statements by Allied and TOA officials, the outcome of the conferences will be weighed in support of, or in rejection of, either TOA's or Allied's proposed moves. These include Allied's proposals to seek Federal regulation of film rentals and TOA's position on arbitration.

Legion Protests End 'Sinbad' Drive-In Run

BUFFALO, June 29.—Because of protests by the Legion of Decency, the run of the Legion-condemned "Son of Sinbad" at the Twin Drive-In, Cheektowaga, has been terminated, the Very Reverend Msgr. Edward S. Schwegler, Legion director in the Buffalo Diocese, announced today.

"We are unalterably opposed to the showing of this highly objectionable film anywhere in the Catholic Diocese of Buffalo," he said. "If any other theatre shows it, we will at once ask all practical Catholics to stay away from that theatre and from any affiliated theatre for a period of six months.

"If any drive-in shows it towards the end of this outdoor season, we will ask Catholics to avoid that theatre during the subsequent season."

Pathecolor for 'Mohawk'

James S. Burkett, West Coast sales manager of Pathe Laboratories, Inc., a subsidiary of Chesapeake Industries, has announced that a contract has been signed with Edward L. Alperson for the processing of his forthcoming feature motion picture, "Mohawk," in Pathecolor. The picture is set for 20th Century-Fox release and is scheduled to go into production on or about July 15.

'Stranger' Has Big Opening Day Here

United Artists' "Not As a Stranger" racked up a big gross yesterday in the first session of its premiere engagement at the Capitol Theatre here, with initial returns setting the highest mid-week mark for any UA picture to play the showcase.

Receipts up to 4 P.M. totalled $3,831, topping such UA hits as "High Noon," "African Queen," "The Barefoot Contessa" and "Moulin Rouge."

"Stranger" Gives $23,500 to Hospital

LOS ANGELES, June 29.—A total of $23,500 will be turned over to officials of the new Mt. Sinai Hospital here tomorrow as a result of tonight's benefit world premiere of Stanley Kramer's "Not As A Stranger" at the Warner Beverly Theatre. The 1,678-seat West Coast showcase was sold out completely for the premiere.

New Title for UA Film

"Break to Freedom" has been chosen as the title of the World War II prison camp drama produced by Eros Films and released by United Artists. Formerly titled "Albert, R.N.," the film stars Anthony Steel and Jack Warner.

LETTERS
TO THE EDITOR

• • •

DEAR SIR: I notice in your issue of MOTION PICTURE DAILY of June 21, an item concerning a bill I have offered to prevent "gas meter" or "pay as you see TV." Mr. Arthur Levey, President of Skiatron, is quoted as saying that my measure would be helpful to Toll TV interests by bringing the issue to a head.

It seems to me it has already been brought to a head, judging by the avalanche of mail I have received from all parts of the country and it is presently running 30 to one in favor of FREE TV. I am told the FCC has also received opinions from the four corners of the land on this subject and that the preference is overwhelmingly in favor of free TV. As a result, I am quite sure the FCC would not run counter to the great weight of such opinion and unleash pay TV on the country. Therefore, Mr. Levey is right. My measure has been helpful in bringing the issue to a conclusion, and the problem has been resolved by opposition to Mr. Levey's proposal. — EMANUEL CELLER, *House of Representatives, Washington, D. C.*

Pledges Pouring in For Hospital Drive

Pledges to take up audience collections one day during the week of Aug. 15 for the benefit of the Will Rogers Memorial Hospital and Research Laboratories are beginning to "snowball," according to S. H. Fabian, national chairman of the special drive.

"The committee is delighted with the number of drive-ins that pledged," Fabian said. "These open-air operations are potential sources of much-needed funds to augment the collections made by the four-wall theatres."

As a result of the coast-to-coast telethon and the active support of the motion picture trade publications, it is expected to enroll the largest number of theatres for collections since the days of the March of Dimes, Fabian stated.

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People

A. Julian Brylawski, head of the Motion Picture Theatre Owners of Metropolitan Washington, has been presented with a plaque by the National Safety Council for outstanding achievement in public safety education. Brylawski has been chairman of the Traffic Safety Committee for metropolitan Washington for the past 17 years. During that time, Washington has won numerous safety awards; and this year won six out of a possible seven.

Earl Ogan, a Paramount salesman for the last 15 years, has joined Allied Artists as a salesman in the Kansas City exchange. He will replace **Frank Thomas,** who recently was promoted to branch manager upon the retirement of **Ray Copeland.**

Tyree Dillard, Jr., formerly of Loew's New York legal staff, has been elected president of the Berryville-Clarke, Va., Chamber of Commerce.

Jack Flynn, formerly a district manager in Philadelphia, is now out-of-town booker at Stanley Warner Theatres. He takes over the job of **Bill Yurasco,** who now fills the post of **Harry Kapowitz,** as Kapowitz has gone to New Haven to work for the company.

Len Firestone, national sales manager of Unity Television Corp., has tendered his resignation effective tomorrow.

Certified Reports to Meet in New York

Steady growth of operational activity in the entire Southern portion of the United States has prompted a meeting of Southern and home office executives of Certified Reports, Inc. It will be held in New York for three days beginning on Wednesday.

Jack H. Levin, president of Certified, stated that among the key personnel attending the meeting will be Lewis B. Lawrence and Frank Park, directors of the Southern and South Central divisions, respectively. Lawrence is headquartered in Atlanta, and Park in Dallas.

RCA Marketing New Projector

CAMDEN, N. J., June 29.—A new motion picture projector which provides double rear shutter, water-cooled film trap, and other features for operating quality, convenience, and safety was announced yesterday by the engineering products division of Radio Corp. of America.

The new projector, the RCA-200, is designed for both indoor and drive-in theatre use and replaces the RCA-100 type, according to A. J. Platt, manager of RCA theatre equipment sales.

Water-cooled aperture-unit mechanisms are available to enable larger indoor and outdoor theatres to present a large picture screen and increased illumination, and still maintain a cool picture aperture and film trap, Platt said.

Kirsch Reviews the Year

Allied of Illinois Observes Its 'Silver Anniversary'

From THE DAILY Bureau

CHICAGO June 29.—Allied Theatres of Illinois saluted its 25th anniversary here today with a luncheon meeting in the Blackstone Hotel at which president Jack Kirsch reviewed the activities of the past year.

In giving details of the forthcoming Allied States Association annual convention in Chicago, Kirsch said that nearly 60 per cent of the booth space for the trade show had been reserved and that present indications were that the show would establish a record for the number of exhibits. The exhibits will be on two floors of the Morrison Hotel and the space will accommodate more than 240 booths, Kirsch said.

Sees Year as 'Hectic'

Describing the past year as a "hectic one," Kirsch put particular stress on exhibitor-distributor relations which, he asserted, are being strained because of distribution's demands for "higher and higher film terms." Kirsch traced the progress made by the Allied-Theatre Owners of America joint committee with company sales chiefs. In regard to these sessions, Kirsch said:

"I wish to stress one thing and that is this: the temper of exhibition today is such that unless distribution makes an honest effort to reconcile the vast differences existing between these two branches of the industry, it is hard to predict to what extremes exhibition will go to achieve measures for preserving the theatres."

Opposes 2 Bills; Favors One

Kirsch told the membership that the unit was opposing two state legislative bills, one dealing with censorship and the other prohibiting the construction or maintenance of drive-in screens that are visible on state highways. The unit is favoring a bill which prohibits the collection of fees for the reproduction of copyrighted music.

The campaign against pay-to-see television was summarized by Kirsch who said that 90 per cent of the membership had contributed to the fund.

Kirsch Reelected President Of Allied Theatres of Illinois

CHICAGO, June 29.—Jack Kirsch was re-elected president of Allied Theatres of Illinois for the next three years at 25th annual luncheon-meeting held at Blackstone Hotel today. Other officers elected for one year were Van Nomikos, vice-president, and Ben Banowitz, secretary-treasurer.

B. Charuhas, Jack Clark, James Gregory, Carl Goodman, Donald Knapp, Verne Langdon, Charles Lindau, Howard Lubliner, Sam C. Meyers, Richard B. Salkin, Arthur Sass, Arthur Schoenstadt, Nate Slott, Mayer Stern and Bruce Trinz were elected to serve as directors for one year. Harry Nepo was again appointed to post of sergeant-at-arms.

Set Golf Tournament

NEW HAVEN, June 29.—The annual golf tournament of the Motion Picture Theatre Owners of Connecticut will be held at the Racebrook Country Club, Orange, Conn., on July 26, it was announced by George H. Wilkinson, Jr., and Harry Feinstein, committee co-chairmen.

McGee Stresses Need for Strong Awards Poll Support

Special to THE DAILY

GULFPORT, Miss., June 29.—The possibility of having great public interest in the Audience Awards poll by letting the public select top pictures and personalities rather than selection by within-the-industry experts was stressed here yesterday by Pat McGee, of Cooper Foundation Theatres, at a meeting of Mississippi Theatre Owners Association.

McGee emphasized that there was no conflict between the Academy Awards and the industry's Audience Awards poll. Rather, they complement each other. That is the reason for a different time choice, so as not to confuse either plan, he said. It is rather the purpose to make Audience Awards polls equally as newsworthy as the Oscar awards, so that the industry might have two potent publicity events each year rather than one, he stated.

Calls Distributor Aid Vital

Stress was placed also on the need to enlist the aid of the local distributors, branch managers, bookers, salesmen, and publicity men. They must be fully indoctrinated in the plan so they can reach the smallest community exhibitor who might overlook the chance to benefit themselves through not being made aware, McGee said.

McGee also pointed out the need for a strong steering committee in all multi-theatre towns and cities so that all efforts are co-ordinated and avoid waste motion. Newspapers, radio stations and TV stations should be contacted by a publicity chairman and members so the other media will understand that this is an industry effort and is not a one theatre promotion, he said.

Allentown Exhibitor Files Trust Action

PHILADELPHIA, June 29.—Irving Rosshein has started an anti-trust suit on behalf of his Midway Theatre in Allentown, Pa. He charges that certain area exhibitors and the major distributors have been guilty of a conspiracy in restraint of trade to deprive him of product. The theatre recently suffered a $100,000 fire.

Correction

Joseph R. Vogel, president of Loew's Theatres, Inc., was erroneously identified as vice-president of Loew's, Inc., in a photo caption which appeared in an advertisement in MOTION PICTURE DAILY yesterday. Vogel has been president of Loew's Theatres, Inc., since the corporate divorcement was completed last August.

News Roundup

Big Billboard Campaign

Universal-International has completed plans for a comprehensive national billboard campaign on "To Hell and Back," and has purchased 24-sheet "teasers" for the Technicolor CinemaScope production in 42 key cities. These boards also will cover more than 400 suburban areas, hitting a population estimated at more than 30,000,000.

■

Mexico City Grosses Rise

Mexico City theatres grossed $4,043,054 from 23,392,621 paying patrons during the first four months of this year, the National Statistics Department, announced. January was the best month with a gross of $1,110,253.

■

New Oregon Company

Oregon City Theatres, Inc., has been organized by Helen M. Foster, Alex L. Parks and John U. Yerkovich, all of Oswego, Ore.

■

Fall River House Closes

The Embassy Theatre, Fall River, Mass., has closed for the summer. Its manager, Norman Francoeur, will go to the Island Park Theatre, Portsmouth, R. I., which had been closed for several months following a fire.

■

Judy Garland to Seattle

Judy Garland, in person, with a company of 40, will bring the Judy Garland Show to the Civic Auditorium in Seattle on Monday and Tuesday, July 17 and 18.

Conn. Exhibitors to Meet on Compo Plan

A meeting of Connecticut exhibitors and other industry representatives to perfect plans for the COMPO audience awards campaign in the New Haven exchange area has been set for July 11 in the 20th Century-Fox screening room there.

The meeting has been called by Sheperd Bloom, Harry Feinstein and Harry F. Shaw, co-chairmen for the area, who are urging all area theatre men to attend with their advertising and publicity personnel.

Other area meetings scheduled include: today, St. Louis, Oklahoma City and Boston; July 14, San Francisco; July 25, Charlotte; and July 26 (tentative), Milwaukee.

Oklahomans Meet Today on Awards

OKLAHOMA CITY, June 29.—Ralph Drewry, chairman of the Oklahoma City exchange area Audience Awards committee, has set a meeting here of all exhibitors and distributors in this exchange area for tomorrow.

Pat McGee of Denver, president of the Cooper Foundation Theatres, will be the principal speaker.

"IT IS INESCAPABLE THAT IT BE DECLARED C

HOWARD HAWKS' LAND OF TI



FILMED IN EGYPT WITH A CAST OF THOUSANDS UPON THOUSANDS—BY THE LARGEST LOCATION CREW EVER SENT ABROAD FROM HOLLYWOOD!

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HOWARD HAWKS

Presented by
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Music composed and conducted by
Academy Award Winner
DIMITRI TIOMKIN
who went to the land of the Nile
and captured it in haunting melody!

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A truly stunnin u
cinematic spectacle a a
big as anything that' o
been done in years!"
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"'BIG' is the keyword for this vas
attraction! Big exploitation is indicated
and big receipts promised! A productio
of monumental stature!" MOTION PICTURE DAIL

"One of the most spectacular
pictures to be seen! Some of the
most impressive sequences ever shot
in CinemaScope!" FILM DAILY

"Colossal entertainment for everyone! The
biggest and most impressive spectacle in years!
The CinemaScope screen literally bursts with the
greatness of it all!" SHOWMEN'S TRADE REVIEW



OF THE GREATEST PICTURES OF ALL TIME!" BOXOFFICE

IE PHARAOHS



hey'll
ve to find
bigger word
n Spectacular!
ly gigantic! A
ssively impressive
duction and gripping
tertainment!" HOLLYWOOD REPORTER

remendous! Romance, adventure
d intrigue played against a
andioso back-drop of actual
ory locales populated with teeming
sses of thousands upon thousands!" VARIETY

giant among film spectaculars! One of the
best that has appeared from every
point of view!" FILM BULLETIN

"A top-draw mammoth spectacle! Eye-popping
entertainment blessed with an expert story,
solid performances, great visual sweep
and all the romantic and actionful trappings!"
INDEPENDENT FILM JOURNAL

The story
of the love
at left The
eat Pyramid
ts landmark!

BUSINESS BULLETIN No. 1!

FIRST 3 CITIES SMASH! SMASH! SMASH!

IN L. A. (3 HOUSES!) FRISCO AND OAKLAND! DOUBLE YOUR HOLDOVER TIME— IT'S DOUBLING BUSINESS! NATION-WIDE THIS WEEK FROM

WARNER BROS.

Brandt Sees

(Continued from page 1)

dent Theatre Owners Association, who yesterday said that there is a great box office potential for good European films in this market.

Brandt, who returned early this week from a six-week trip through France, Italy, Germany and Italy, declared that even though the foreign producers have plenty of money available for production, "they are discouraged because of the small market in this country for their films."

"Foreign producers are prepared to produce their pictures in both English and the native languages, but they need the encouragement from U. S. exhibitors who will and should offer them playoff time," the industry veteran said here yesterday. "There is a great potential for foreign films here if exhibitors would invest playdates, exploitation, etc. in them," he said.

Acquires French Film

Brandt revealed that he had acquired the U. S. and Canadian film rights to the French motion picture "Stopover at Orly" for the Trans-Lux Pictures Co., and will offer the film to Distributors Corp. of America for theatrical release. The picture has been dubbed into English, he said. "The art of dubbing has reached a fine point, particularly in France," Brandt said. "Dubbing has already been accepted by U. S. audiences, as attested by the success of American films such as 'Carmen Jones.'"

He said that wherever he went in Europe, he saw "sensational" business for both local and foreign product.

$40,000 Raised

(Continued from page 1)

to Hope for his activities on behalf of the victims of cerebral palsy.

After the premiere, Hope was guest of honor at a champagne supper at the Sheraton-Astor Hotel. Earlier in the evening Leonard Goldenson, president of the American Broadcasting-Paramount Theatres and chairman of the board of directors of UCP, gave a premiere dinner at the 21 Club.

Among the premiere guests were: Secretary of the Air Force Harold E. Talbott, Governor Allen Shivers of Texas and showbusiness celebrities Milton Berle, John Daly, Denise Darcel, Jane Froman, Rita Gam, Warren Hull, Dennis James, Eartha Kitt, Terry Moore, Johnnie Ray, Thelma Ritter, Maria Riva, Hazel Scott and Margaret Truman.

Theatres to Continue 5% Tax Fight: Brandt

New York City exhibitors will continue to fight the five per cent amusement tax and try to have the State Enabling Act of 1947 removed, Harry Brandt, president of the Independent Theatre Owners Association, declared here yesterday.

The State statute should be removed as a whole because, since 1947, conditions in New York have changed considerably, Brandt said. "We will fight the amusement tax continuously," he said, "despite political difficulties between the governor and legislature."

D of J Favors

(Continued from page 1)

on a proposal backed by film distributors to give courts authority to award anywhere from actual to treble damages.

Abram F. Myers, general counsel of Allied States, was on hand to testify in opposition to the measure, but the hearings recessed before the subcommittee got to him. He's now scheduled to testify on July 12 or 13, at which time the subcommittee will also hear Adolph Schimel, speaking for the Motion Picture Association, in support of the bill.

There were some indications that subcommittee chairman Celler (D., N. Y.), who is opposed to the bill, is trying to drag out the hearings in order to lose the bill in the end-of-the-session rush to adjourn.

Walter Would Forget Early Bill

Rep. Walter (D., Pa.) told the subcommittee it should confine its attention to his new bill providing for discretionary damages except where the violation was wilful, and forget about his earlier bill to allow discretionary damages in all cases.

The Justice Department's stand in favor of the revised Walter bill was presented by Robert A. Bicks, assistant to anti-trust chief Stanley N. Barnes. He argued that the change would not weaken anti-trust law enforcement, as its opponents claim, but would "very definitely" induce additional suits by increasing the likelihood that plaintiffs would recover some damages.

He said that from 1947 to 1952, only 31 per cent of all private anti-trust suits resulted in some recovery of damages.

Audience Poll

(Continued from page 1)

atre Owners Association; Walter Reade, Jr., president of Walter Reade Circuit; Wilbur Snaper, member of the COMPO triumvirate; David Levy and Robert Coyne, COMPO's special counsel, termed the awards program "Operation Big Switch" because "we, the industry, decided to do something for ourselves, to stimulate the public's interest in motion pictures and theatres, instead of helping charitable causes. The COMPO audience awards plan is not a depression move to save a dying business."

Rhoden, in announcing that only 2,100 ballots of the 15,000 ballots mailed out thus far to exhibitors by National Screen Service have been returned to Price, Waterhouse & Co., asked exhibitors to push the program as much as possible. "We need at least 5,000 ballots in the first six months so that some fifty to sixty million people can vote in theatres from Nov. 17 to 27 for the 'best picture of the year,' the 'best performance' by an actor and actress, and the 'most promising' new male and female personalities," he said.

One-Reelers to Aid

The National Theatres president said that conferences on the awards poll have already been held with the production heads and that "three or four studios have committed themselves to producing one-reelers introducing new personalities."

The COMPO Audience Awards poll, Rhoden stated, "will add dollars to industry business." He said that the publicity releases on the poll will be before the public sometime in July.

Seated on the luncheon dais were Richard Altschulter, Edward Morey, William J. Heineman, William C. Gehring, Ben Marcus, A. Montague, E. D. Martin, Frisch, Rhoden, Brandt, Herman Robbins, Herbert J. Yates, Rube Shor, Reade, Snaper, John J. O'Connor, Richard Brauss, Levy and Coyne.

Monopoly Report

(Continued from page 1)

of a clause in the contract allowing the distributor to withhold films from unco-operative exhibitors, and listing exhibitors for deceptive or dishonest practices.

The report makes no specific recommendations directed to the film industry but does advocate legislation to prohibit collective trade agreements, not unknown to the trade here.

In the THEATRE Equipment & Refreshment World . . .

. . . with RAY GALLO

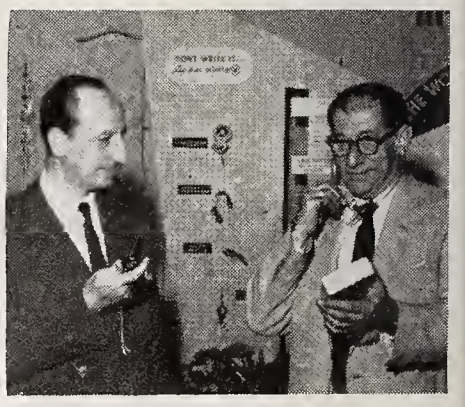
MANLEY, INC., Chicago, has announced a new popcorn machine called the "Manley Vistapop." It has several recently developed features designed to give it a more completely "automatic" control. They include a change in the electrical controls to govern the heat of the kettle automatically "within a few degrees in order that popcorn may be prepared without regard for fluctuations in the electrical supply." Another change is in the warming pan. Also controlled thermostatically, it is designed to keep the corn heated evenly and prevent hot spots at the bottom of the corn bank which pull seasoning to one side of the kernel. The new machine also has an automatic seasoning pump and a push-button for emptying the kettle.

•

Nino Food Products, Inc., Newark, N. J., has added pizza pies to its line of frozen food products. Packed four to the box, the pies are trade-named "Pizza Snax." Of the four pizzas in each box two are topped with anchovies and two with Mozarelle cheese. They require only heating before serving.

•

"Minifon P55" is the name of a new pocket-sized (portable) sound recorder announced for distribution in this country by Geiss-America, Chicago. Made by Protona in Hanover, Germany, it is designed to make speech recordings up to five hours in length and music recordings up to two and one-half hours (by switching to a faster speed). Equipped with a standard crystal microphone, the unit will record sound as far away from it as 20 feet, the manufacturer states. Push-button control is designed to provide instantaneous action for recording, stopping, rewinding, playing back and erasing by re-recording and rewinding. With its dictation footage clock, the recorder is also suited for dictation purposes. Recordings can be played back through stetoset earphones, a speaker-microphone, a radio or TV set, or an external amplifier.



Harry Gourfain (right) of Gourfain-Cobb, advertising agency for Geiss-America, explaining how the "Minifon P55" works to Ray Gallo at a press showing in New York.

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The HILUX JR. is Raytone's new economy priced, high quality screen for all-purpose projection. It is a heavyweight, seamless metallic surface with fully improved side-lighting at the lowest price ever. For larger installations, regular Raytone HILUX means perfect projection up to 80 feet in width! See your regular dealer NOW for prompt delivery.



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"Foys" A Hit in N. Y. Debut

CHEERS AND APPLAUSE greeted Paramount's Shavelson-Rose production, "The Seven Little Foys" last night at the Criterion Theatre where a gala premiere was held for the benefit of United Cerebral Palsy. A vast area on Times Square in front of the theatre was packed with excited throngs as Bob Hope, star of the Vista-Vision-Technicolor film biography of vaudeville "great" Eddie Foy, Sr., and other celebrities arrived for the brilliant opening. The film showing was preceded by a brief stage ceremony during which Hope received UCP's first "Humanitarian Award" for his great work on behalf of the cerebral palsy sufferers. Photo at right shows the general scene in front of the theatre before the start of the picture.





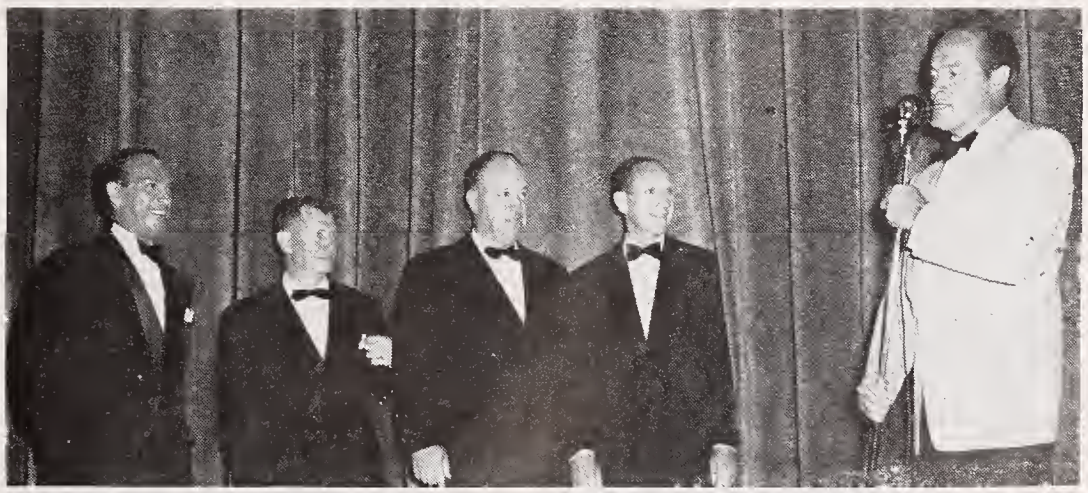
Bob arrives with Mrs. Hope; six of the picture's "seven little Foys"; daughter Linda Hope (far left); Melinda Wayne (beside Linda), daughter of actor John Wayne, and son Tony Hope (far right, rear).



TV star Ed Sullivan, flanked by Larry Morris (left), general manager of the B. S. Moss Circuit, of which the Criterion is the flagship house, and Jerry Sager, Criterion ad-publicity director. Trio looks over poster art on "The Seven Little Foys."



Robert I. Rogin, president of United Cerebral Palsy of New York, Inc., arrives at the premiere with Mrs. Rogin.



At "Humanitarian Award" presentation ceremony (L-R): Leonard Goldenson, president of American Broadcasting-Paramount Theatres and chairman of the board of directors of UCP; John Hausman, board chairman of UCP of New York; Joseph Martino, president of National Lead Corp.; industrialist John Firestone, a director of UCP, and Hope, acknowledging the honor.

(Advt.)

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